Subject: Date: From: To:	Call for ELC Center Stage Ideas Mon, 22 Apr 2019 08:25:25 -0400 Steve Krauss - AD <steve.krauss@gsa.gov> William Zielinski - QTG <william.zielinski@gsa.gov>, (b) (6) onpointcorp.com, (b) (6) @accenturefederal.com>, (b) (6) @dotsandbridges.com>, "Cares Jr., Herbert L." <herbert.l.cares.jr@usdoj.gov>, Ashley Mahan - XAAB <ashley.mahan@gsa.gov>, (b) (6) accelaconsulting.com>, (b) (6) @deepwaterpoint.com>, (b) (6) adobe.com, Ron.Thompson@nass.usda.gov, Laura Stanton < aura.stanton@gsa.gov></ashley.mahan@gsa.gov></herbert.l.cares.jr@usdoj.gov></william.zielinski@gsa.gov></steve.krauss@gsa.gov>											
Message-ID: MD5:	(b) (6) us.ibm.com> <cag7tnomxipmy-rhu_xbsqqceonyao-lfmzo=ct-dke41buc1ww@mail.gmail.com> f7a2de60c639d79c91aaaf23f725830b</cag7tnomxipmy-rhu_xbsqqceonyao-lfmzo=ct-dke41buc1ww@mail.gmail.com>											
Team ELC Leadership												
Steve and I would like to get started on a list of compelling topics for Center Stage speakers, and do so in a way that is well-coordinated with Plenary, Tracks and TechKnow. If you have ideas for good Center Stage topics that would have synergy with other content areas, or fill gaps that other areas are not addressing, we'd most welcome your thoughts.												
Please feel free to let us know any specific topics of interest for Center Stage. And we look forward to coordinating the content with you for an impactful ELC 2019!												
Best,												
Steve and (6) (6)												
Thanks,												
Steve												
		U.S. General Services Administration										
		Steve Krauss										
		Advisor to the Deputy Administrator										
		202-316-8619										

Subject: On travel February 19-20 Re: New IBM Center Report on Category Management

Date: Wed, 20 Feb 2019 08:03:01 -0800

"Laura Stanton - QT3" < laura.stanton@gsa.gov> From:

To:

(b) (6) us.ibm.com <CALgG=hvJx0P2KfPC=hGcecyUNRBXzpMnLduCLk+UNt7c-Y8Cgw@mail.gmail.com> Message-ID:

9fc8583bb5bd60603bb6dd1a665b3c03 MD5:

I am on travel February 19-20 and will have limited access to email. If you need immediate assistance please contact Kathy Atkinson at Kathy.atkinson@gsa.gov.

Thanks, Laura

Laura J. Stanton Deputy Assistant Commissioner for Category Management

Office of Information Technology Category (ITC) http://www.gsa.gov/portal/content/105150

Federal Acquisition Service (FAS) http://www.gsa.gov/portal/content/105080

U.S. General Services Administration (GSA) http://www.gsa.gov/

703.785.2959

>>>>><a href="https https://www.linkedin.com/company/office-of-information-technology-category-itc- https://www.instagram.com/usgsa/>

https://hallways.cap.gsa.gov/>

Subject: New IBM Center Report on Category Management

Date: Wed, 20 Feb 2019 11:01:43 -0500

From: "(b) (6) (b) (6) (c) us.ibm.com>
To: Laura Stanton - QP < laura.stanton@gsa.gov>

Message-ID: <OF3D7AA76D.C1E66BA5-

ON002583A7.0057E742-852583A7.00580C12@notes.na.collabserv.com>

MD5: 77c4d34cd73c51c3a6295bd0c5350837

Laura --

Today our Center is releasing the report that we've discussed with you previously, *Buying as One: Category Management Lessons from the United Kingdom*, by (b) (6) Consortium for Advanced Management International, link here:

http://www.businessofgovernment.org/report/buying-one-category-management-lessons-united-kingdom

As you know, the report analyzes the United Kingdom's category management initiative, which is among the most advanced in the public sector, and how its greater maturity offers some useful lessons to the U.S. government's more recent efforts on how to increase the adoption rate and address potential challenges.

The final report contains insights based on the U.K. government's implementation efforts and offers recommendations to the U.S. and other governments that may help accelerate or expand their efforts, such as:

- · Category management should not be a free-standing initiative but be integrated into broader acquisition reform efforts and have sustained leadership from the top.
- Strategically manage spending and demand by developing greater expertise to analyzing data.
- Strategically manage suppliers that contract with multiple agencies.
- · Create better visibility into spending patterns by investing in better data collection regimes.

Hope you find the report of interest. Please feel free to share, and let me know if you have questions or would like more information.

Best.





Subject: Re: Re: Imagine Nation ELC 2019 Call for Presentation Submissions

Date: Tue, 28 May 2019 13:21:19 -0400

From: '(b) (6) (b) (6) <(b) (6) us.ibm.com>
To: (b) (6) <(b) (6) onpointcorp.com>

Cc: (b) (6) adobe.com'' < (b) (6) adobe.com>, (b) (6) actiac.org>

"Laura.Stanton@gsa.gov" <Laura.Stanton@gsa.gov>, "'Thompson, Ron - NASS'" <Ron.Thompson@nass.usda.gov>, "'steve.krauss@gsa.gov'" <steve.krauss@gsa.gov>,

cgifederal.com'" < (b) (6) cgifederal.com>,

"william.zielinski@gsa.gov" <william.zielinski@gsa.gov>

Message-ID: <OF46359BB1.012ADD86-

ON00258408.005EFDBF-85258408.005F563D@notes.na.collabserv.com>

MD5: b0fa843c3e6fc444552c677238c83c6f

All --

Is there a way to divide the submissions by track topic and an "all other" category? For Center Stage our general principle is to complement and no duplicate that track topics. We are having an initial topic downselect session Thurs AM and it would be great if we could add a subset of the 124 for that list.

Happy to discuss other review processes if there's a better way to approach!

Thanks.



for The Business of Government

IBIVI Global Business Services

202-551-9310 (office)

(b) (6) (cell)

(D) (b) us.lbm.com

twitter.com(b) (6)

```
From: (b) (6) (6) conpointcorp.com>
To: (b) (6) (6) actiac.org>, "(b) (6) cgifederal.com'" <(b) (6) cgifederal.com'" <(b) (6) cgifederal.com>, "Thompson, Ron - NASS <Ron.Thompson@nass.usda.gov>, Laura.stanton@gsa.gov" <Laura.stanton@gsa.gov>, "(b) (6) adobe.com" <(b) (6) adobe.com>, "steve.krauss@gsa.gov" <steve.krauss@gsa.gov>, (b) (6) (b) (6) (b) (6) us.ibm.com>
Cc: "william.zielinski@gsa.gov" <william.zielinski@gsa.gov>, (b) (6) conpointcorp.com>
Date: 05/26/2019 03:57 PM

Subject: [EXTERNAL] Re: Imagine Nation ELC 2019 Call for Presentation Submissions
```

I can't decide if this falls under "wow, this is great" or "be careful what you wish for"?!? [?]

I'll start reading. Happy Memorial Day!

Tim

```
(b) (6)
(b) (6) | OnPoint – get ahead of IT™
Desk (703) 841-5529 | Cell (703) (b) (6)
(b) (6) onpointcorp.com | http://www.onpointcorp.com/
```

```
------ Original message -------
From: (b) (6) <(b) (6) actiac.org>
Date: 5/24/19 6:33 PM (GMT-06:00)
```

To: "(b) (6) cgifederal.com'" <(b) (6) cgifederal.com>, "'Thompson, Ron -

NASS''' < Ron. Thompson@nass.usda.gov > , "'Laura. Stanton@gsa.gov'"

Guess what?! We received 94 submissions for the Call for Presentations for Imagine Nation ELC 2019!

I thought since there were so many, you may want to get a sneak peek before we start the review process. So, I have uploaded the submission files to the google drive in both Word and Excel so that you can pick your favorite format. I just ask that if you are going to take notes on the documents that you download a copy for yourself and take notes there. I am pulling the attachments to the submissions and will be adding them to the folder over the weekend as well.

Here is the link to the Call for Presentations folder in the drive:

(b) (5)

Have a great Memorial Day Weekend!

Kisha

(b) (6) CMP (b) (6)

The American Council for Technology and Industry Advisory Council 3040 Williams Drive, Suite 500

Fairfax, Virginia 22031



703-208-4805 – fax



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May 22 ACT-IAC General Membership Meeting

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June 5 Emerging Technology Forum

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Subject: Re: RE: Re: Imagine Nation ELC 2019 Call for Presentation Submissions

Wed, 29 May 2019 16:29:14 +0000 Date: From:

us.ibm.com>

To: cgifederal.com> Cc:

<(b) (6) actiac.org>, Thompson, Ron - NASS'" <Ron.Thompson@nass.usda.gov>, "'steve.krauss@gsa.gov'" <steve.krauss@gsa.gov>,

onpointcorp.com>, "william.zielinski@gsa.gov"

<OFAC53F957.45791D75-Message-ID:

ON00258409.005A33CD-85258409.005A9169@notes.na.collabserv.com>

MD5: 1b88a884872c4b2466bff2d2ed40ed39

Vera, all --

Steve and I connected, and given the closer alignment of Track topics with the submissions as well as the larger number of track sessions to fill, we will await your review of the topics and then take a pass for potential Center Stage topics that, based on the score sheet, are not aligned directly to a Track. We will do an initial Center Stage selection tomorrow, then after your review will update with any topics that look to be high value and are not connected to the Tracks.

So just send us the extras when you're ready!

Thanks.



```
for The Business of Government
202-551-9310 (office)
              (cell)
             bm.com
```

```
From:
                         (CGI Federal)" <(b)
                                                         cgifederal.com>
                                us.ibm.com>,
To:
                                                                        onpointcorp.com>
               actiac.org>, "'Laura.Stanton@gsa.gov'"
s.usda.gov>, "'steve.krauss@gsa.gov'"
<Laura S
<steve.krauss@gsa.gov>, "william.zielinski@gsa.gov" <william.zielinski@gsa.gov>
Date
         05/28/2019 01:52 PM
            [EXTERNAL] RE: Re: Imagine Nation ELC 2019 Call for Presentation Submissions
Subject:
```

Hi All – I've proposed a eval/score sheet that hopefully does that, and asked if someone from ACT-IAC can populate some of the info.

- \square \square \square The draft criteria and scoresheet are in our google doc folder (and presented below)
- ullet \Box \Box \Box If you see something you want added or changed, the google doc is editable or you can comment here
- \bullet \square \square \square No pride of authorship wanted to get something started

2019 ELC - Themes & Threads - Selection Criteria for Sessions **ELC: Journey from Imagination to Impact**

What we do want

- 1) Incorporate or leverage several themes and threads
 - 1) Imagine a key word for each and an app that would help you pick where to go and expand your horizons
- 2) A varied, diverse audience can walk away energized something for everyone
 - 1) Think of varied career levels and varied disciplines (procurement, IT, program)
- 3) Creative
- 4) Interactive

- 5) Involve multiple agencies/departments or commercial entities
- 6) Provide attendees something they can take back and put to use immediately impact!

What we have

- 7) 28 or so slots
- 8) Timeframes of 75, 60 or 20 minutes

What we don't want

- A. Solid tracks that only appeal to one slice (i.e. "cyber" or "emerging tech")
- B. Panels of slides or white papers only

We are looking for engagement, integration and inclusion.

What I did (quick and dirty excel):

- \bullet \square \square \square each row will be a submission
- \bullet \square \square \square for each theme and thread touched upon, give a score of 1
- \square \square rate from 0-5 how well the presentation scores on eval criteria below (we can do 0-10 instead of 0-5 l'm open)
- 🗆 🗆 🗆 the excel calcs a score for each section
- 🗆 🗆 🗆 place for reviewer notes (i.e. great start, add in X,Y,Z to better meet criteria OR combine w/#x similar topics, broader range together)

ELC	Presentation Proposal Scor	re Sheet																					
Evaluator:	Name			T	emes	and 1	hread	ls (Put	a "1"	for e	ach o	overe	d)			Evaluatio	n Criteria (Ev	aluate on rar	nge of 0-5; wi	th 5 most)			
ID#	Proposal Name	Submitted by	IT Mod	IT Security	HealthInnov	EmergTech	WkForce	ACQ	Data	CX/DigEXP	BlkChain	Privacy	RPAJAI	SharedSvc	Themes & Threads Score	Appeal to varied, diverse audience (all levels, all job cats)	and	Interactivit Y w/attendee s (engaging all)	Multiple agencies/	Impact - will attendees walk out w/somethi ng they can apply	Eval Score	Total Score	Evaluator Notes
									_												0	0	
																					0		
)					0	0	
															- 0).					0	0	
	3																				0	0	
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		l,)					0	0	
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(b) (6) | CGI Federal | 301.221.2908 Please consider the environment before printing this email

Subject: Re: Re: Imagine Nation ELC 2019 Call for Presentation Submissions

All --

Is there a way to divide the submissions by track topic and an "all other" category? For Center Stage our general principle is to complement and no duplicate that track topics. We are having an initial topic downselect session Thurs AM and it would be great if we could add a subset of the 124 for that list.

Happy to discuss other review processes if there's a better way to approach!

Thanks.





To:

cgifederal.com>, "Thompson, <u>.org</u>>, cgifederal.com" Ron ass.usda.go n@gsa.gov <u>l.gov>,</u> "(b) (6) adobe.com" adobe.com>, "steve.krauss@gsa.gov" <<u>steve.krauss@gsa.gov</u>> .gov" <william.zielinski@gsa.gov> 05/26/2019 03:57 PM Date: [EXTERNAL] Re: Imagine Nation ELC 2019 Call for Presentation Submissions Subject: I can't decide if this falls under "wow, this is great" or "be careful what you wish for"?!? I'll start reading. Happy Memorial Day! Tim President | OnPoint – get ahead of IT™ Desk (703) 841-5529 | Cell (703) (b) (6) onpointcorp.com http://www.onpointcorp.com/ Original message ---actiac.org> Date: 5/24/19 6:33 PM (GM1-06:00) To: "<mark>(b)</mark> cgifederal.com'' < (b) < Ron.Thompson@nass.usda.gov>, cgifederal.com>, "'Thompson, Ron -NASS Laura.Stanton@gsa.gov''' <<u>Laura.Stanton@gsa.gov</u>>, "(b) (6)adobe.com'' < "'steve.krauss@gsa.gov'' <<u>steve.krauss@gsa.gov</u>>, (c) adobe.com> us.ibm.com> Cc: william.zielinski@gsa.gov, Subject: Imagine Nation ELC 2019 Call for Presentation Submissions

Guess what?! We received 94 submissions for the Call for Presentations for Imagine Nation ELC 2019!

I thought since there were so many, you may want to get a sneak peek before we start the review process. So, I have uploaded the submission files to the google drive in both Word and Excel so that you can pick your favorite format. I just ask that if you are going to take notes on the documents that you download a copy for yourself and take notes there. I am pulling the attachments to the submissions and will be adding them to the folder over the weekend as well.

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Subject: Re: Session 2 - Met w Steve Ressler Date: Sun, 5 Feb 2017 06:33:29 -0500

Andrea Azarcon Heller <andrea.azarcon@gsa.gov> From: To:

"(b) (6) <(b) (6) distributedinc.com> Laura Stanton <laura.stanton@gsa.gov>, '(b) Gaithersburg/IBM" Cc:

(b) (6) us.ibm.com>, (b) (6) { (b) (6) | hpe.com>
<CAN_1yGo7507CiN2mqE9qwMuhJ5f_uwDprO-dW8TKssFc2ToeNA@mail.gmail.com> Message-ID:

598bd40852cd80ef46e6b59279904948 MD5:

Hi Pete,

I believe that is true according to the guidance (b) (6) provided that I have passed on to our current speakers. So far I have one staying all day, and the other hasn't provided status yet.

Regards, Andrea Azarcon Heller

Director of Stakeholder Management Division, Office of Enterprise Strategy Management

Federal Acquisition Service General Services Administration 1800 F Street NW Washington DC 20405

andrea.azarcon@gsa.gov

703-336-3705

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Subject: [Update] ACT-IAC Category Management Conference Planning Meeting Date: Wed, 01 Feb 2017 16:22:57 +0000 From: stacy.riggs@gsa.gov $\frac{1}{1}$ accelaconsulting.com, $\frac{1}{1}$ To: hpe.com, (b) (6) us.gt.com, mpoweredstrategies.com, @leidos.com, 🌔 @gsa.gov, (b) (6) @e3federal.com, @leidos.com, (b) @leidos.com, mary.davie@gsa.gov, @gmail.com, (b) (6) @deloitte.com, (b) (6) deloitte.com, @gsa.gov, melvin.brown@hq.dhs.gov, smilich@lmi.org, @icfi.com, (b) (6) @us.ibm.com, s(b) (6)@cgifederal.com, oceaneastonline.com, william.zielinski@gsa.gov, laura.stanton@gsa.gov, martha.przysucha@veritas.com, stacy.riggs@gsa.gov, (b) (6) @keidos.com, kenneth.m.brennan6.civ@mail.mil, steve.krauss@gsa.gov, @us.gt.com, brad.ludlow@gsa.gov, (b) (6 @asigovt.com, gmail.com, (b) (6) @e3federal.com, (b) (6) @octoconsulting.com, (b) (6) @oceaneastonline.com, (b) (6) @deloitte.com, @octoconsulting.com, @att.com, (b) distributedinc.com" < (b) (6) distributedinc.com>,
@sharpsolutionsinc.com, (b) (6) us.ibm.com, @leidos.com, (b) (6) @actiac.org, kevin.page@gsa.gov, @mpoweredstrategies.com

Message-ID: <001a113d189e27474405477a762c@google.com>

MD5: 24b420e01ae15c2de2a7f424c23f724c

Hi all. Steve and I won't be able to join today's meeting due to conflicting meeting. Stacy

ACT-IAC Category Management Conference Planning Meeting

All – I am resending the original email with the scheduling of our weekly meetings. I've had 4 people contact me indicating that they did not have the meeting tomorrow, and there on, on their calendar so I think something went wrong when I sent it the first time. My apologies for the number of emails!

Call in information:

Call (b) (6)

Wed Feb 1, 2017 12pm - 1pm Eastern Time When Who ctiac.org **awax** steve.krauss@gsa.gov awax creator awax 'Brad.Ludlow@gsa.gov' (6) accelaconsultin awax **awax** 'laura.stanton@gsa.gov' b) (6) distributedinc.c awax (6) deloitte.com awax andrea.azarcon@gsa.go awax **GMOOX awax** @us.ibm.com awax us.ibm.com' @oceaneastonlin awax 'william.zielinski@gsa.go **avox** (b) (6) e@leidos.com **awax** mary.davie@gsa.gov awax awoox @leidos.co r@octocon **awax**

sulting.com



Subject: Gateway Planning Track

Date: Tue, 31 Jan 2017 14:17:13 -0500

From: Laura Stanton - QP < laura.stanton@gsa.gov>

To: Andrea Azarcon Heller <andrea.azarcon@gsa.gov>, Brad Ludlow - CDDI

<brad.ludlow@gsa.gov>, Bradley Powers <bradley.powers@gsa.gov>, '(b) (6)
(CGI Federal)" < (b) (6) cgifederal.com>, (b) (6) (6) hpe.com>,
(b) (6) us.ibm.com>, (b) (6)

(b) (6) Gaithersburg/IBM" < (b) (6) us.ibm.com>, (b) (6) (6) actiac.org>, (b) (6) (6) actiac.org>, us.ibm.com, Laura Stanton < laura.stanton@gsa.gov>,

b) (6) us.ibm.com

Message-ID: <CALgG=htf6bd1yYBbQgFVKAzbr46kO_O5oy4kFOPMdOHYyw6spw@mail.gmail.com>

MD5: 8b74d452f29d19fc0b901b3e30b96481

Thanks to everyone for a good meeting yesterday. We covered all our actions in an efficient manner.

Everything seems to be going smoothly and our abstracts will be submitted by tomorrow's deadline.

The one thing that we didn't talk about it our next meeting. I propose we hold it on Tuesday, February 21, 1-2:30 pm at GSA. I'm sending out an invite. Please let me know if that poses a problem for you.

Here's the action items.

Pre-work: Need to pull together materials and request for people to familiarize themselves with the

Gateway--Andrea

Share the slide deck for session 1: Andrea

Follow up with Steve Ressler: Peter

Find DoD Gateway panel members: Laura/Andrea
Find more human centered design facilitators: Cait/Laura
Send description of skills needed by facilitators to Cait: Vera

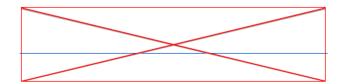
Set up facilitator session: (b) (6)

I think that addresses all of the issues. Please let me know if you have any revisions.

Laura

Laura J. Stanton
Assistant Commissioner
GSA | FAS | Office of Enterprise Strategy Management
703.785-2959

Visit the Acquisition Gateway



Accepted: Meet up at the Category Management Subject:

Date: Tue, 21 Feb 2017 19:11:58 +0000

(b) (6) (6) us.ibm.com> laura.stanton@gsa.gov From:

To: Message-ID: <OF1962D2E8.2152EDF2-

ON002580CE.0069776F-002580CE.00697770@notes.na.collabserv.com>

MD5: 387b0cba8cfe19b56cfeb9963e4d810c Subject: Invitation: Meet up at the Category Management @ Wed Mar 1, 2017 7:15am - 8am

(andrea.azarcon@gsa.gov)

Date: Tue, 21 Feb 2017 19:02:29 +0000

From: Laura Stanton - QP < laura.stanton@gsa.gov>

To: andrea.azarcon@gsa.gov, bradley.powers@gsa.gov, "(b) (6) distributedinc.com"

) (6) distributedinc.com>, (b) (6) hpe.com, (b) (6) us.ibm.com,

cgifederal.com

Cc: (b) (6) us.ibm.com, (b) (6) us.ibm.com

Message-ID: <94eb2c07f7d88837b205490f05c5@google.com>

MD5: 7ead5d053f1185b9e66197818747c8b3

Attachments: invite.ics

more details »

Meet up at the Category Management

When Wed Mar 1, 2017 7:15am – 8am Eastern Time

Where Renaissance Hotel: Registration desk in the back

(map)

Calendar andrea.azarcon@gsa.gov

Who OMOOX laura.stanton@gsa.gov -

organizer

OMOOX bradley.powers@gsa.go

V

CMDCX (b) (6) distributedinc.c

om

OMDOX (b) (6) hpe.com
OMDOX (b) (6) us.ibm.com

OMOOX andrea.azarcon@gsa.go

OMOX (b) (6) cgifeder

OMOX (b) (6) us.ibm.com -

(b) (6) us.i

n.com - optiona

Going? Yes - Maybe - No more options »

Invitation from Google Calendar

You are receiving this email at the account andrea.azarcon@gsa.gov because you are subscribed for invitations on calendar andrea.azarcon@gsa.gov.

To stop receiving these emails, please log in to https://www.google.com/calendar/ and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. <u>Learn</u> <u>More</u>.

Subject: RE: Names of Facilitators and their emails

Date: Thu, 9 Feb 2017 07:23:18 -0500

From: (b) (6) us.ibm.com>

To: (b) (6) actiac.org>

Cc: Andrea Azarcon Heller <andrea.azarcon@gsa.gov>, "laura.stanton"

<laura.stanton@gsa.gov>
Message-ID: <0F7A051378.C6AA2F18-</pre>

ON002580C2.0043D3F7-852580C2.00440D64@notes.na.collabserv.com>

MD5: 9b77c466884524f03c8e8b537f672730



I have not discussed the topic of complimentary registration with anyone. What is the policy on that?

Regards,

(b) (6) ess Services

industry Account Manager, General Services Administration

Federal Civilian Agencies, US Federal

Mobile: (b) (6) E-mail: (b) (6) <u>us. bm.com</u>

Find me on: 📊 and within IBM on: 🕏



6710 Rockledge Drive Bethesda, MD 20817 United States Subject: Names of Facilitators and their emails Date: Wed, 8 Feb 2017 16:40:52 -0500

From: (b) (6) us.ibm.com>

To: (b)(6) < (b)(6) actiac.org>

Cc: "Andrea Azarcon Heller" <andrea.azarcon@gsa.gov>, "laura.stanton"

<laura.stanton@gsa.gov>
Message-ID: <OF3459422D.E786B85B-</pre>

ON002580C1.0075E4F1-852580C1.00771952@notes.na.collabserv.com>

MD5: 4f95db637b786d12aec2b5203708d280

(b) (6)

Here is the list of facilitators for the Acquisition Gateway co-creation strategy:



IBM

3) (b) (6) (b) (6) us.ibm.com

4) (b) (6) us.ibm.com

Distributed Solutions, Inc.

5) (b) (6) @distributedinc.com

Deloitte Digital

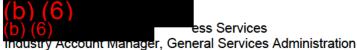
6) (b) (6) @deloitte.com

So far these are the names we have. (b) (6) of Deloitte said that he might have more names from Deloitte.

Let me know if you need anything else.

(b) (6)

Regards,



Fodoral Civilian Agamaian IIIC Fodoral

Federal Civilian Agencies, US Federal

Mobile: (b) (6)
E-mail: (b) (6)
Find me on: in and within IBM on: \$



Subject: Invitation: Meet up at the Category Management @ Wed Mar 1, 2017 7:15am - 8am

(EST) (6) (6) us.ibm.com)
Tue, 21 Feb 2017 19:02:29 +0000 Date:

From: laura.stanton@gsa.gov

cgifederal.com, (b) (6) us.ibm.com, " (b) (6) distributedinc.com" To:

distributedinc.com>, andrea.azarcon@gsa.gov, bradley.powers@gsa.gov,

hpe.com

(b) (6) us.ibm.com, (b) (6) us.ibm.com> Cc: us.ibm.com Message-ID:

MD5: 1be894a72d5bb36eb9d871237c91c300

Attachments: invite.ics

more details »

Meet up at the Category Management

Wed Mar 1, 2017 7:15am - 8am Eastern Time When

Renaissance Hotel: Registration desk in the back Where

(map)

us.ibm.com Calendar

Who laura.stanton@gsa.gov awax organizer

awax

awax us.ibm.com

cgifeder

distributedinc.c awax

andrea.azarcon@gsa.go awax

bradley.powers@gsa.go **awax**

awax hpe.com us.ibm.com awax

awax

1.com - optiona

Your (b) (6) is optional.

Going? Yes - Maybe - No more options »

Invitation from Google Calendar

You are receiving this courtesy email at the account (6) us.ibm.com because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at https://www.google.com/calendar/ and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. Learn More.

Subject: Accepted: Meet up at the Category Management @ Wed Mar 1, 2017 7:15am - 8am

(laura.stanton@gsa.gov)

Date: Tue, 21 Feb 2017 19:03:05 +0000

From: Andrea Azarcon Heller - QP1B <andrea.azarcon@gsa.gov>

To: laura.stanton@gsa.gov

Message-ID: <001a113b99dea86db905490f07ac@google.com>

MD5: 0b3052545d3d2d69d62bdcfaa880fdd5

Attachments: invite.ics

Andrea Azarcon Heller - QP1B has accepted this invitation.

Meet up at the Category Management

When Wed Mar 1, 2017 7:15am – 8am Eastern Time

Where Renaissance Hotel: Registration desk in the

back (map)

Calendar laura.stanton@gsa.gov

Who aura.stanton@gsa.gov - organizer

OMDOX

OM

OMOOX andrea.azarcon@gsa.go

V

OMOOX bradley.powers@gsa.go

OMOX
(b) (6) hpe.com
(b) (6) us.ibm.com

OMOX (b) (6) us.ib m.com - optional

Invitation from Google Calendar

You are receiving this email at the account laura.stanton@gsa.gov because you are subscribed for invitation replies on calendar laura.stanton@gsa.gov.

To stop receiving these emails, please log in to https://www.google.com/calendar/ and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. <u>Learn More</u>.

Invitation: Meet up at the Category Management @ Wed Mar 1, 2017 7:15am - 8am Subject:

(EST) (6) (6) us.ibm.c Tue, 21 Feb 2017 19:02:29 +0000 us.ibm.com)

Date:

From: laura.stanton@gsa.gov

cgifederal.com, (b) (6) us.ibm.com, "(b) (6) distributedinc.com" To:

distributedinc.com>, andrea.azarcon@gsa.gov, bradley.powers@gsa.gov,

hpe.com

(b) (6) us.ibm.com, (b) (6) us.ibm.com <001a113ct80e8c527d05490f0537@google.com> Cc: Message-ID:

MD5: 31a0abcb1b8b8c6390aceee2ddc90552

Attachments: invite.ics

more details »

Meet up at the Category Management

Wed Mar 1, 2017 7:15am - 8am Eastern Time When

Renaissance Hotel: Registration desk in the back Where

(map)

us.ibm.com Calendar

Who laura.stanton@gsa.gov **a**MDOX

> cgifeder **awax awax** us.ibm.com distributedinc.c awax

organizer

andrea.azarcon@gsa.go amox

bradley.powers@gsa.go **awax**

awax hpe.com us.ibm.com awax

awax 1.com - optiona

Your (b) (6) is optional.

Going? Yes - Maybe - No more options »

Invitation from Google Calendar

You are receiving this courtesy email at the account (6) us.ibm.com because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at https://www.google.com/calendar/ and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. <u>Learn</u> More.

Subject: SAVE THE DATE - Facilitators Group Meeting

Tue, 7 Feb 2017 12:27:19 -0500 Date:

(b) (6) us.ibm.com> From:

To: alexandrao@distributedinc.com, andrea.azarcon@gsa.gov, bradley.powers@gsa.gov,

us.ibm.com>, (b) (6) deloitte.com,

Cc: cgifederal.com

cgifederal COFCB70F849.385CB92C-Message-ID:

ON002580C0.005F63FA-852580C0.005FE2BD@notes.na.collabserv.com>

MD5: 94f925bf2eaf8ce05792878cd6c49f9d

Attachments: c172720.ics

${\bf Description} Team,$

Getting this on your calendars for the last Facilitators Group meeting before the ACT-IAC Conference. I will update the room # and the call-in number as we get closer to the date.

Kate - let me know the emails of the CGI folks that will need to attend this meeting.

Justin - let me know the names and emails of the Deloitte folks who need to attend.

Thank you all.



Subject: Tentative: Gateway Planning Session Tue, 31 Jan 2017 14:22:44 -0500 Date:

From: us.ibm.com>

(b) (6) aura.stanton@gsa.gov To: Message-ID: <OF3BF2C35B.18400B2D-

ON852580B9.006A4F94-852580B9.006A73C6@notes.na.collabserv.com>

2803af31655b6bd8422c076a826f78b9

Attachments: c192439.ics

Description

I will be at a conference but will plan on dialing in if on a break or free up.

Thanks & Regards,



Accepted: Gateway Planning Session Subject: Date: Tue, 31 Jan 2017 20:46:59 -0500

(b) (6) us.ibm.com> laura.stanton@gsa.gov From:

To: Message-ID: <OF25BFA3C0.FB20A446-

ON002580BA.0009CB83-852580BA.0009CBB2@notes.na.collabserv.com>

00d24face755fb8929fd7a8414f5d01b

Attachments: c014700.ics

Description

Invitation: Gateway Planning Session @ Tue Feb 21, 2017 1pm - 2:30pm (EST) Subject:

> us.ibm.com) Tue, 31 Jan 2017 19:19:21 +0000

Date: From: laura.stanton@gsa.gov

us.ibm.com, (b) (6) cgifede (b) (6) us.ibm.com, "(b) (6) distributedinc.com" <(b) (6) distributedinc.co cgifederal.com, (b) (6) us.ibm.com, To:

distributedinc.com>,

hpe.com,

brad.ludlow@gsa.gov, (b) (6) actiac.org <94eb2c07efa42dc4a4054768cf9e@google.com> Message-ID:

MD5: 2ba859535398635c3d1b739085df2572

Attachments: invite.ics

more details »

Gateway Planning Session

1800 F St NW, Room 6216 or 1.866.928.2008, Participant Code: 421914,

Tue Feb 21, 2017 1pm - 2:30pm Eastern Time When

Where See location and number in the notes (map)

Calendar us.ibm.com

Who laura.stanton@gsa.gov **awax**

awax

ampaX us.ibm.com awax us.ibm.com distributedinc.c

organizer

cgifeder

awax

andrea.azarcon@gsa.go **awax**

bradley.powers@gsa.go

awax awax hpe.com

awax brad.ludlow@gsa.gov **ampa**X actiac.org

Going? Yes - Maybe - No more options »

Invitation from Google Calendar

You are receiving this courtesy email at the account (6) us.ibm.com because you are an attendee of this event.

awax

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at https://www.google.com/calendar/ and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. <u>Learn</u> More.

Subject: Invitation: Gateway Planning Session @ Tue Feb 21, 2017 1pm - 2:30pm (EST)

(b) (6) us.ibm.com) Tue, 31 Jan 2017 19:19:21 +0000 Date:

From: laura.stanton@gsa.gov

us.ibm.com, (b) (b cgifederal.com, (b) (6) To: us.ibm.com,

distributedinc.com>, andrea.azarcon@gsa.gov, distributedinc.com bradley.powers@gsa.gov, hpe.com, us.ibm.com,

brad.ludlow@gsa.gov, (b) (6) actiac.org <001a11421cbc2b97cd054768cfd7@google.com> Message-ID:

MD5: 2ff5ebb3fe9f9686d5b6600021b30e98

Attachments: invite.ics

more details »

Gateway Planning Session

1800 F St NW, Room 6216 or 1.866.928.2008, Participant Code: 421914,

Tue Feb 21, 2017 1pm - 2:30pm Eastern Time When

Where See location and number in the notes (map)

Calendar us.ibm.com

Who laura.stanton@gsa.gov **awax**

organizer

cgifeder **awax**

ampaX us.ibm.com awax us.ibm.com distributedinc.c awax

andrea.azarcon@gsa.go **awax**

bradley.powers@gsa.go awax

awax hpe.com awax

awax brad.ludlow@gsa.gov **ampa**X actiac.org

Going? Yes - Maybe - No more options »

Invitation from Google Calendar

You are receiving this courtesy email at the account (6) us.ibm.com because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at https://www.google.com/calendar/ and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. <u>Learn</u> More.

Accepted: Gateway Planning Session Subject: Tue, 31 Jan 2017 19:27:32 +0000 Date: (b) (6) (6) us.ibm.com> From:

To: Message-ID: <OF78F511CB.08023316-

ON002580B9.006AE429-002580B9.006AE42A@notes.na.collabserv.com>

MD5: 0041b2edcc21c7b9f8263b67be40aa7f Subject: Re: Fw: Requirements for design thinking facilitators

Date: Wed, 1 Feb 2017 12:25:38 -0500

From: Laura Stanton - QP < laura.stanton@gsa.gov>
To: (b) (6) us.ibm.com>
Cc: Andrea Azarcon Heller < andrea.azarcon@gsa.gov>

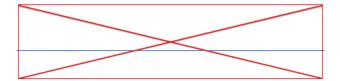
Message-ID: <CALgG=hsVYFJCcs6S1F6bQsN2qBUBGoURW3r2Gij+P_8ot_7EPw@mail.gmail.com>

MD5: d0d869a13f5459240f7aa86a6e11e306

Thanks!

Laura J. Stanton Assistant Commissioner GSA | FAS | Office of Enterprise Strategy Management 703.785-2959

Visit the **Acquisition Gateway**



On Tue, Jan 31, 2017 at 8:36 PM, (b) (6) us.ibm.com wrote:

Laura,

FYI.... (b) (6) sent the requirements for the co-creation session to (b) (6) earlier today. And I have scheduled the facilitators meeting for next Monday, 2/6.

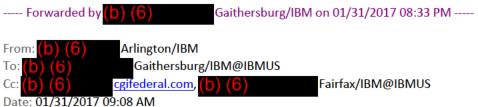


Regards,

(b) (6)
(b) (6)
Industry Account Manager, General Services Administration
Federal Civilian Agencies, US Federal

Mobile: (b) (6)
E-mail: (b) (6) us. bm.com
Find me on: and within IBM on:

6710 Rockledge Drive Bethesda, MD 20817 United States



Date: 01/31/2017 09:08 AW

Subject: Requirements for design thinking facilitators

Effective Facilitators skills

Here is the list of the Effective Facilitator Skills:

Proven ability to:

Listen for diverging new ideas and encourage innovation

Actively simulate discussion and dialogue

Encourage the group to generate ideas

Foster curiosity and excitement

Produce outcomes from an idea generation session

Ability to encourage everyone to participate (draw in the more quiet people, do not allow anyone to dominate the conversation)

Practicing "the AND technique" (ability to avoid confrontation among participants by encouraging AND statements as opposed to but statements)

Ability to embrace the unknown, willingness to discover it

Internal curiosity

Understanding of how voting and prioritization works in group environments Ability to prepare in advance and be prepared to be flexible during the session Making sure groupthink is avoided

Understanding of Co-creation processes and principles of Design Thinking Guide and control the process to ensure that:

Participants have a mutual understanding of the shared goal

Participants take shared responsibility for the outcome of the session

Tireless energy and enthusiasm

Let me know if you have questions.

Thank you,

(b) (6)

- Original message -

From: (b) (6 Gaithersburg/IBM

To: '(b (CGI Federal)" < (b) (6 Arlington/IBM@IBMUS cgifederal.com>

Cc:

Subject: Requirements for design thinking facilitators

Date: Mon, Jan 30, 2017 8:36 PM

I know that you requested some bullets on the co-creation session today so that you can find the right folks within CGI. (b) (6) would be the right person to guide us on the requirements for the facilitators.

can you provide some bullets on design thinking approach for co-creation so that Kate can find the right volunteers within her firm. Thanks in advance.

you could circulate the abstract that we've put together for the 2-hour session For starters (see below).

Acquisition Gateway Track • Combined Session 3 & 4 • 1:45 - 3:45

Planning committee coordinator: (b) (6)

TITLE: It would be cool if the Gateway did.....: A Co-Design Session

ABSTRACT:

p.m.

This session will use human-centered design principles to collaborate with other government and industry participants to design the next features of the Acquisition Gateway. The Acquisition Gateway is a platform for change management. Participants will use ideas generated from the morning session to identify needs, and design prototypes of solutions that will then be coded and developed by the Gateway team for broad use across the acquisition community.

LEARNING OBJECTIVES:

Participants will learn to:

 Collaborate with industry and government participants to develop storyboards and wireframes of new tools for the Gateway

SPEAKERS:

 Moderator: Laura Stanton, Assistant Commissioner, GSA Federal Acquisition Service

FACILITATORS:

and (b) (IBM), Name(s) (Deloitte), and · (b) (6) (Distrituated Solutions, Inc.)

FORMAT: Introductory remarks by Moderator, followed by break out/table top discussions with facilitators leading the co-creation of new ideas for tools for the Gateway.

Regards,

(b) (6)
Business Services
Industry Account Manager, General Services Administration
Federal Civilian Agencies, US Federal

Mobile: (b) (6) E-mail: (b) (6) <u>us.ibm.com</u>

Find me on: 🕠 and within IBM on: 🕏



6710 Rockledge Drive Bethesda, MD 20817 United States Subject: SAVE THE DATE - Facilitators Group Meeting

Date: Tue, 7 Feb 2017 12:51:44 -0500

From: (b) (6) us.ibm.com>

To: distributedinc.com, andrea.azarcon@gsa.gov, bradley.powers@gsa.gov,

(b) (6) us.ibm.com>, (b) (6) deloitte.com,

laura.stanton@gsa.gov, (b) (6) <(b) (6) us.ibm.com>

Cc: (b) (6) cgifederal.com

Message-ID: <OF60B4B63E.18DC85B0-

ON002580C0.00621EF3-852580C0.00621EC8@notes.na.collabserv.com>

MD5: 7331e9099a53eec54142ba82453840d0

Attachments: c175146.ics

DescriptionTeam,

Getting this on your calendars for the last Facilitators Group meeting before the ACT-IAC Conference. I will update the room # and the call-in number as we get closer to the date.

Kate - let me know the emails of the CGI folks that will need to attend this meeting.

(b) (6)- let me know the names and emails of the Deloitte folks who need to attend.

Thank you all.



Subject: Re: List of Supplies needed for the afternoon co-creation session

Date: Wed, 1 Feb 2017 12:41:42 -0500

<u>Andrea Azarcon Heller <andrea.azarcon@gsa.gov></u> From:

To:

(b) (6) <(b) (6) actiac.org>
Laura Stanton - QP < laura.stanton@gsa.gov>, '(b) (6) Gaithersburg/IBM" Cc:

462dbb5491ab774bb20254dfd62802d3 MD5:

Something like:



Regards, Andrea Azarcon Heller

Director of Stakeholder Management Division, Office of Enterprise Strategy Management

Federal Acquisition Service General Services Administration 1800 F Street NW Washington DC 20405

andrea.azarcon@gsa.gov

703-336-3705

Acquisition Gateway University - Winter Session

Daily online acquisition oriented classes, CLP-certified.

Register here!

Subject: Re: RE: UI Stencils - Re: List of Supplies needed for the afternoon co-creation session Fri, 17 Feb 2017 13:56:57 +0000 Date: From: us.ibm.com> To: andrea.azarcon@gsa.gov, '(b) (6) <(b) (6) us.ibm.com>, Cc: laura.stanton@gsa.gov <OFC85245A6.C6DE1AC7-Message-ID: ON002580CA.004C80E8-002580CA.004CA033@notes.na.collabserv.com> 11caedf7cd4a0a9096c673133ea32f34 MD5: Here is the link - one pack has 50 sheets and costs \$10 Maybe get two - depending on number of attendees and how many sketches they do D) (5 Features: - Printing on both sides - Dot grid, 150 PPI - Letter size - Project Name, Screen, Date & Note fields - 50 sheets, 110g/m² paper - Cardboard back - Rounded bottom two corners - 100% Recyclable ---- Original message ---

Good Morning,

Date: Fri, Feb 17, 2017 8:50 AM

From: (b) (6)

Just circling around on some logistics. Does ACHAC need to buy a pack of U stencils or does LEM already have them? If we need to purchase a pack, can someone please send me the correct link.

Subject: RE: UI Stencils - Re: List of Supplies needed for the afternoon co-creation session

Gaithersburg/IBM@IBMUS, Andrea Azarcon Heller <andrea.azarcon@gsa.gov>

Arlington/IBM@IBMUS

Thanks,

(b) (6)

From: (b) (6) [mailto (b) (6) us.ibm.com]

Sent: F 2017 2:11

To: Andrea Azarcon Heller

Co: Laura Stanton - QDA (b) (6)

Subject: Re: U | Stencils - Re: Listof Supplies needed for the afternoon co-creation session

<(b) (6) actiac.org>

Cc: Laura Stanton - QDA < laura.stanton@gsa.gov>, (b) (6)

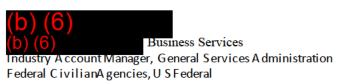
Andrea,

I discussed with Vera Rhoads and she thinks we'll need one pack of UI stencils. I am copying Vera on this note in case you'll have any questions.

I have set up a meeting for the facilitators on Monday at 11 am. I will invite you and (b) (6) so that you can get a good idea about the supplies needed.



Regards,





6710 Rockledge Drive Bethesda, M D 20817 United States

✓ Andrea Azarcon Heller ---02/02/2017 12:36:53 PM---Hi (b) (6) Is IBM going to provide the UI stencils for the Gateway track? If so, how

From: Andrea Azarcon Heller andrea.azarcon@gsa.gov>

To: (b) (6) Gaithersburg/IBM@IBMUS

Cc: (b) (6) actiac.org>, Laura Stanton - QDA < laura.stanton@gsa.gov>

Date: 02/02/2017 12:36 PM

Subject: UI Stencils - Re: List of Supplies needed for the afternoon co-creation session

Hi (b) (6)

Is IBM going to provide the UI stencils for the Gateway track? If so, how many? Want to confirm that ACT-IAC won't need to buy any, or if they do, would need to know how many.

Regards,

Andrea Azarcon Heller

Director of Stakeholder Management Division, Office of Enterprise Strategy Management Federal Acquisition Service

General Services Administration

1800 F Street NW

Washington DC 20405

andrea.azarcon@gsa.gov

703-336-3705

Acquisition Gateway University - Winter Session Daily online acquisition oriented classes, CLP-certified. Register <u>here!</u>

On Tue, Jan 31, 2017 at 11:35 AM, (b) (6) wrote:

Laura,

I am forwarding you the list of supplies that Vera Rhoads has put together. I presume that you will forward this to A C T - I A Cwho will be responsible for purchase. Let me know if you need anything else. Vera is on copy in case there are questions about this list.

Supplies:

Here is the list of supplies needed - the links are suggested descriptions - the supplies of course can be from anywhere - every office store carries these types of supplies

- 1. Stickies Notes 3 X 3 multicolored a lot of these 3 packets http://www.staples.com/Post-it-Cape-Town-Collection/product_SS284190
- 2. Voting Dots multicolored at least two colors - one pack -the official name of these is labels -

http://www.chromalabel.com/products/3-4-color-code-dots-assorted-color-pack?variant=486240893 -

- 3. Sharpies Pens black one per participant say 20-25 http://www.homedepot.com/p/Sharpie-Basic-Colors-Medium-Point-Oil-Based-Paint-Marker-5-Pack-1770458/203599968
- 4. large pad paper preferable stickies but tape can be used Post-it Self stick easel pad

https://www.amazon.com/Post-Self-Stick-Easel-Inches-30-Sheet/dp/B00006IA9F

- 5. tape any tape that stick to walls, masking tape preferred
- 6. scissors any
- 7. dry erase mult-icolor at least 4 colors need black, red, green and blue http://www.homedepot.com/p/Crown-Bolt-Dry-Erase-Kit-66927/205386903

Regards,



Industry Account Manager, General Services Administration Federal Civilian Agencies, US Federal





Subject: CONFIRMED - Acq Gateway Co-Design session Facilitators Meeting (6) (6)

(b) (6)

Date: Fri, 3 Feb 2017 14:32:26 -0500

From: (b) (6) us.ibm.com>

To: alexandrao@distributedinc.com, andrea.azarcon@gsa.gov, bradley.powers@gsa.gov,

(b) (6) us.ibm.com>, (b) (6)

(b) (**b**) us.ibm.com>

Message-ID: <OFA6768825.A15F2040-

ON002580BC.006B353C-852580BC.006B5744@notes.na.collabserv.com>

MD5: 94eebd13b2fca99f06aed0d78f2f8cbf

Attachments: c193226.ics

DescriptionAll,

I just want to get this meeting on our calendars for now. I am expecting a couple more names (Deloitte and CGI may volunteer facilitators).

Purpose of this meeting is to dive into the details on how we will conduct the ACT-IAC Category Management two-hour co-creation session in a manner consistent across all facilitators. We will discuss logistics, roles, supplies needed, methodology, and outputs expected.

For those not able to make it in person, here's the call-in information:



I will update this invite once I have all the names.

Added conference call # to the invite, and for those attending in person, we're meeting on the 3rd floor in room #365. Talk to you on Monday 2/6 at 11 am.

Subject: RE: RE: UI Stencils - Re: List of Supplies needed for the afternoon co-creation session

Fri, 17 Feb 2017 15:40:25 +0000 Date: From: actiac.org> To: us.ibm.com>

ndrea.azarcon@gsa.gov" <andrea.azarcon@gsa.gov>, (b) (6 Cc:

(6) us.ibm.com>, "laura.stanton@gsa.gov" <laura.stanton@gsa.gov>

<8528EB901E060C48962BB97D5BACCFA801D80050B5@ACT-Mail.ACTGOV.Local> Message-ID:

8abe42ab9b8318d4e670f05a0f56a0f4 MD5:

Okay, so it is the stencil that shows up when "Responsive" is highlighted...correct? Sorry, Just don't want to order the incorrect thing!

b) (6) us.ibm.com] mailto From: Sent: 17, 201

T o: (b)

Cc: andrea.azarcon@gsa.gov; K unalJ Suryavanshi;laura.stanton@gsa.gov

Subject: Re: RE: UIS tencils - Re: List of Supplies needed for the afternoon co-creation session

Here is the link - one pack has 50 sheets and costs \$10

Maybe get two - depending on number of attendees and how many sketches they do

Features:

- Printing on both sides
- Dot grid, 150 PPI
- Letter size
- Project Name, Screen, Date & Note fields
- 50 sheets, 110g/m² paper
- Cardboard back
- Rounded bottom two corners
- 100% Recyclable

-- O actiac.org>

To: K unal J Suryavanshi/Gaithersburg/IBM@IBMUSAndrea AzarconHeller < andrea.azarcon@gsa.gov> C c:L aura Stanton - Q D A < ! V era T R hoads/A rlington/IBM@IBMUS Subject: R E: U I Stencils - Re: Listof Supplies needed for the afternoon co-creation session Date: Fri, Feb 17, 2017 8:50 A M

Good Morning,

Just circling around on some logistics. Does ACHAC need to buy a pack of U stencils or does IBM already have them? If we need to purchase a pack, can someone please send me the correct link.

Thanks.

From: (b) (b) [<u>mailto (b) (6) us.ibm.com</u>] 017 2:11 Sent:

To: Andrea Azarcon Heller

Cc: Laura Stanton - QDA 6 V era T R hoads

Subject: Re: U I Stencils - Re: Listor Supplies needed for the afternoon co-creation session

Andrea,

I discussed with V era Rhoads and she thinks we'll need one pack of U I stencils. I am copying V era on this note in case you'll have any questions.

I have set up a meeting for the facilitators on Monday at 11 am. I will invite you and (b) (6) so that you can get a good idea about the supplies needed.

Subject: Invitation: Meet up at the Category Management @ Wed Mar 1, 2017 7:15am - 8am

(EST) (6) (hpe.com) Tue, 21 Feb 2017 19:02:29 +0000 Date:

From: laura.stanton@gsa.gov

cgifederal.com, (b) (6) us.ibm.com, hpe.com, (b) (b) To:

distributedinc.com>, andrea.azarcon@gsa.gov, distributedinc.com

bradley.powers@gsa.gov

(b) (6) us.ibm.com, (b) (6) us.ibm.com> Cc: us.ibm.com Message-ID:

MD5: 9efd8cd95ec6b5f1c7d6a55e8f2e6cee

Attachments: invite.ics

more details »

Meet up at the Category Management

Wed Mar 1, 2017 7:15am - 8am Eastern Time When

Renaissance Hotel: Registration desk in the back Where

(map)

Calendar hpe.com

Who laura.stanton@gsa.gov awax organizer

> cgifeder **awax**

awax us.ibm.com distributedinc.c amax

andrea.azarcon@gsa.go amox

bradley.powers@gsa.go **awax**

awax hpe.com us.ibm.com awax

awax 1.com - optiona

Going? Yes - Maybe - No more options »

Invitation from Google Calendar

You are receiving this courtesy email at the account (b) (6) hpe.com because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at https://www.google.com/calendar/ and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. Learn More.

Subject: Date:	Fwd: Set Ups and Supplies Tug. 21 Feb 2017 09:53:31 -0500								
From: To:	Tue, 21 Feb 2017 09:53:31 -0500 Laura Stanton - QP < laura.stanton@gsa.gov> "(b) (6)								
Message-ID: MD5: Attachments:	<calgg=hv9iyj1ho9ek8sf_j=bz9kcdhruqmpmo0jme8szd-u7ba@mail.gmail.com> cb513154417b01ff75a605916e9c3e48 Set Ups and Supplies Needed vs2.docx</calgg=hv9iyj1ho9ek8sf_j=bz9kcdhruqmpmo0jme8szd-u7ba@mail.gmail.com>								
Hi everyone,									
	rward to catching up this afternoon on the latest activities. I've put together a brief dress our major topics.								
1) Report out	from session leads(b) (6) and Andrea								
2) Review the	set up and supply list (see attached)								
3) Other busin	ness?								
Thanks, Laura									
Laura J. Stant Assistant Co GSA FAS 703.785-295	ommissioner Office of Enterprise Strategy Management								
Visit the Acqui	sition Gateway								

Subject: Invitation: Meet up at the Category Management @ Wed Mar 1, 2017 7:15am - 8am

(EST) (6) us.ibm.com) Tue, 21 Feb 2017 19:02:29 +0000 Date:

laura.stanton@gsa.gov From:

us.ibm.com, <mark>(b) (6)</mark> (b) (6) distributedinc.com" cgifederal.com, " To:

distributedinc.com>, andrea.azarcon@gsa.gov, bradley.powers@gsa.gov,

hpe.com

(b) (6) us.ibm.com, (b) (6) us.ibm.c <001a113d0acc861b5505490t0566@google.com> Cc: us.ibm.com Message-ID:

MD5: fe8fd24fdebae776799e5b3781be2252

Attachments: invite.ics

more details »

Meet up at the Category Management

Wed Mar 1, 2017 7:15am - 8am Eastern Time When

Renaissance Hotel: Registration desk in the back Where

(map)

(b) (6) us.ibm.com Calendar

Who laura.stanton@gsa.gov awax organizer

awax

awax us.ibm.com distributedinc.c

cgifeder

us.ibm.com -

amax

andrea.azarcon@gsa.go amox

bradley.powers@gsa.go **awax**

awax hpe.com

awax

1.com - optiona

Going? Yes - Maybe - No more options »

Invitation from Google Calendar

You are receiving this courtesy email at the account (6) us.ibm.com because you are an attendee of this event.

awax

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at https://www.google.com/calendar/ and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. Learn More.

Subject: Re: Abstracts document for Acquisition Gateway track

Date: Tue, 31 Jan 2017 13:59:20 -0500

From: Laura Stanton - QP < laura.stanton@gsa.gov>
To: (b) (6) us.ibm.com>
Cc: Andrea Azarcon Heller < andrea.azarcon@gsa.gov>

Message-ID: <CALgG=hvnuUOWczLSpnMDOtfH+FOGuR973M+ug9nJLUw9F-gR6g@mail.gmail.com>

MD5: 3451e7b244d047529f36bb4233eed1bd



Thank you very much. I don't think we have the names yet. But I'm hoping that (b) (6) will take TBD and fill them in as we find them. Unfortunately, it does mean that they won't be added to the printed program. Nor have I heard from Deloitte. I will follow up with them today.

Thanks, Laura

Laura J. Stanton Assistant Commissioner GSA | FAS | Office of Enterprise Strategy Management 703.785-2959

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On Tue, Jan 31, 2017 at 1:01 PM, (b) (6) us.ibm.com> wrote:

Laura,

Here is the final version of the Gateway track abstracts document. This document needs a couple of pieces of information before it is completed:

Need names of the two participants from DOD for the second session in the morning. Names of Deloitte facilitators in the afternoon session are still TBD

I trust that you will finalize with the missing names and send to (b) (6) Please feel free to make whatever other changes you think are necessary.

Thank you very much.

(b) (6)

(See attached file: ACT-IAC CM Conf_Acq-Gateway Track Abstract_1.31.2017.docx)

Regards,

Mobile: (b) (6)
E-mail: (b) (6) us. bm.com
Find me on: in and within IBM on: \$



Subject: Re: Fw: Website Updates
Date: Fri, 27 Jan 2017 12:18:28 -0500

From: "(b) (6) us.ibm.com>
To: Laura Stanton - QP < laura.stanton@gsa.gov>
Cc: Andrea Azarcon Heller < andrea.azarcon@gsa.gov>

Message-ID: <OFFB7683A6.6B7AFDE6-

ON002580B5.005ED5D8-852580B5.005F1362@notes.na.collabserv.com>

MD5: 1b7eceec86eecb6f4ef7ba5f7507aeb8

Thank you very much Laura. I will take until Monday to re-format and get this out to everyone.

Please take note that I will request our team members to add more verbiage so as to make our session abstracts more compelling because the goal is to attract folks to our track.

Regards,

(b) (6) (b) (6) ess Services

industry Account Manager, General Services Administration

Federal Civilian Agencies, US Federal

Mobile: (b) (6)

E-mail: (b) (6) us. bm.com

Find me on: and within IBM on:

6710 Rockledge Drive Bethesda, MD 20817 United States

Laura Stanton - QP ---01/27/2017 11:41:43 AM---Hi (b) (6) Thanks for the offer to restructure. I'll take you up on it. Would Monday

From: Laura Stanton - QP < laura.stanton@gsa.gov>
To: (b) (6) Gaithersburg/IBM@IBMUS
Cc: Andrea Azarcon Heller < andrea.azarcon@gsa.gov>

Date: 01/27/2017 11:41 AM Subject: Re: Fw: Website Updates

Hi (b) (6)

Thanks for the offer to restructure. I'll take you up on it. Would Monday work to get them done? We have until 2/1.

Also, (b) (6) reminded me that we need to add Steve Ressler as the moderator for Session 2.

Thanks, Laura

Laura J. Stanton
Assistant Commissioner
GSA | FAS | Office of Enterprise Strategy Management
703.785-2959
Visit the Acquisition Gateway

On Fri, Jan 27, 2017 at 11:14 AM, (b) (6) (b) (6) us.ibm.com> wrote:
Hi Laura,

Based on (b) (6) note below, I think she wants our titles, abstracts, and learning objectives to be laid out like the Professional Services track. I could take a shot at formatting it that way, but will not be able to get back to you by noon today. It will be more like COB today (at the earliest). What I can send you at the end of today is the re-formatted content that we previously had in our draft document. We will still need more verbiage to make it interesting and detailed to draw people in (like (b) (6) suggests below).

Do you want me to do that?

Regards,

(b) (6)
ervices
Industry Account Manager, General Services Administration
Federal Civilian Agencies, US Federal

Mobile: (b) (6)
E-mail: (b) (6) us.ibm.com
Find me on: mand within IBM on: \$\\$

6710 Rockledge Drive Bethesda, MD 20817 United States

```
Gaithersburg/IBM on 01/27/2017 11:09 AM -----
---- Forwarded by
                                                              nsulting.com>, "'Brad.Ludlow@gsa.gov'"
                                        s@sharpsolutionsinc.com'"
                             utionsinc.com>, "'<u>william.zielinski@gsa.gov</u>" <<u>william.zielinski@gsa.gov</u>>,
                              steve.krauss@gsa.gov"" <steve.krauss@
                                       <u>s@leidos.com</u>>,
                                         @e3federal.com>
                                              @leidos.com
                mpoweredstrategies.com'"
   chel.gillerlain@gsa.gov" <rachel.gillerlain@gsa.gov>,
                                                                       Bethesda/IBM@Lotus,
                                                                      " < laura.stanton@gsa.gov>,
                   <u>mpoweredstrategies.com</u>>,
   ndrea.azarcon@gsa.gov" <andrea.azarcon@gsa.gov>, "
                                            Gaithersburg/IBM@IBMUS,
```

Good Afternoon,

I have added a section for each track on the event website https://www.actiac.org/events/2017-category-management-conference They are located on the right hand side under the 2017 Category Management Tab.

As you all continue to work on your titles, abstracts and objectives, I would encourage you to look at the Professional Services Category Track tab and how it is laid out. Also, please remember that these write ups will be in the printed program and in the mobile app. They need to be detailed and interesting in order to draw people in. Write them as if you were talking to someone and trying to convince them to come to your session!

Please let me know if you need any assistance or have any questions.

And just a reminder, all final versions of these need to be sent to me by Wednesday, February 1st.

Thanks,





The American Council for Technology and Industry Advisory Council 3040 Williams Drive, Suite 500

Fairfax, VA 22031

(b) (6) <u>actiac.org</u> 703-208-4800, (b) (6) 703-208-4805 – fax

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sender and	then d	delete this	сору а	nd the	reply	from	your	system.	Thank	you 1	for
your coope	ration.										

Subject: Re: Fw: Website Updates

Date: Fri, 27 Jan 2017 11:41:13 -0500

From: Laura Stanton - QP < laura.stanton@gsa.gov>
To: (b) (6) us.ibm.com>
Cc: Andrea Azarcon Heller < andrea.azarcon@gsa.gov>

Message-ID: <CALgG=huVmaW6pvUBY1i1OQfZRdm=0vZhU-JHsFnUuyK_FMv8Rw@mail.gmail.com>

MD5: 7330c8cf125cc174f53f95dcc889eda5



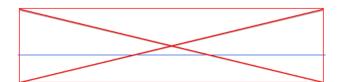
Thanks for the offer to restructure. I'll take you up on it. Would Monday work to get them done? We have until 2/1.

Also, (b) (6) reminded me that we need to add Steve Ressler as the moderator for Session 2.

Thanks, Laura

Laura J. Stanton Assistant Commissioner GSA | FAS | Office of Enterprise Strategy Management 703.785-2959

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On Fri, Jan 27, 2017 at 11:14 AM, (b) (6) us.ibm.com wrote:

Hi Laura,

Based on (6) note below, I think she wants our titles, abstracts, and learning objectives to be laid out like the Professional Services track.

I could take a shot at formatting it that way, but will not be able to get back to you by noon today. It will be more like COB today (at the earliest). What I can send you at the end of today is the re-formatted content that we previously had in our draft document. We will still need more verbiage to make it interesting and detailed to draw people in (like (b) (6) suggests below).

Do you want me to do that?

Regards,

(b) (6)

(b) (6)

Business Services
Industry Account Manager, General Services Administration
Federal Civilian Agencies, US Federal

Mobile: (b) (6)
E-mail: (b) (6) us. bm.com
Find me on: in and within IBM on: \$\sqrt{1}\$

6710 Rockledge Drive Bethesda, MD 20817 United States

```
---- Forwarded by (b)
                                       Gaithersburg/IBM on 01/27/2017 11:09 AM -----
From:
                               actiac.org>
                                    @gmail.com>, "(b)
                                                         (6) @deloitte.com'" (b) (6) @deloitte.com>,
                              @att.com>, '(b) (6)
         @att.com"
                                                          @octoconsulting.com
                                                          a.gov"" <<u>Brad.Ludlow@gsa.gov</u>>, "
                           Iting.com>, "Brad.Ludlo
                           @oceaneastonline.com'"
                                                            @oceaneastonline.com>.
                                                      @veritas.com>, "(b) (6)
                                                                                   oceaneastonline.com'''
                                                      .gov''' <<u>stacy.riggs@gsa.gov</u>
             oceaneastonline.com>,
                   @sharpsolutionsinc.com"
                                                                @sharpsolutionsinc.com>,
                   gsa.gov''' <william.zielinski@gsa.gov
                                                            @leidos.com"
@estederal.com>, Jim Williams
                 leidos.com>,
                                     @e3federal.com<mark>'" <</mark>
                                                                      @keidos.com>, "'steve.krauss@gsa.gov"
                                          @keidos.com
               @gmail.com>,
              @gsa.gov>, "
                                      @leidos.com"
                                                                  @leidos.com>,
         @actiac.org>, '(b) (6)
rlington/IBM@IBMUS,
                                                               @e3federal.com>,
                                     3federal.com"
                                              @leidos.com
                                                                       @leidos.com
               @mpoweredstrategie
                                                             mpoweredstrategies.com>,
                                                  d@us.gt.com>, "'kenneth.m.brennan6.civ@mail.mil"
                    @us.gt.com'"
```

```
<kenneth.m.brennan6.civ@mail.mil>, "'rachel.gillerlain@gsa.gov" <rachel.gillerlain@gsa.gov>
      Bethesda<u>/I</u>BM@Lotus, "<mark>(b) (6)</mark>
                                            @icfi.com"(b) (6)
                                                                      n@icfi.com>, "'Lesley McNies
                  mpoweredstrategies.com>, "laura.stanton@gsa.gov
                                                                        < laura.stanton@gsa.gov>,
  andrea.azarcon@gsa.gov"' <<u>andrea.azarcon@gsa.gov</u>>, "(b) (6)
                                                                      hpe.com''' <
                                                                                              hpe.com>,
                                         (b) (6) distributedinc.com
            Gaithersburg/IBM@IBMUS, "
                                                                                  listributedinc.com>, "Johnson
                       Johnson@asigovt.com>,
                                                         accelaconsulting.com
                                                                                          accelaconsulting.com>,
  Chambers, Kevin (US - Dayton)''' (b
                                             @deloitte.com>, "melvin.brown@hq.dhs.gov
                                    (b) deloitte.com" (b) (6) deloitte.com>, "'Kevin Youel Page - Q1"
<<u>melvin.brown@hq.dhs.gov</u>>, "
<<u>kevin.page@gsa.gov</u>>, "'<u>mary.davie@gsa.gov</u>" <<u>mary.davie@gsa.gov</u>>, "
                                                                                     @leidos.com"
            e@leidos.com>
                                         us.gt.com>, "'Oceaneast""
<oceaneastonline.com | 15jhffka0cettook4t5hvidlh8@group.calendar.google.com>
Date: 01/26/2017 02:56 PM
Subject: Website Updates
```

Good Afternoon,

I have added a section for each track on the event website https://www.actiac.org/events/2017-category-management-conference They are located on the right hand side under the 2017 Category Management Tab.

As you all continue to work on your titles, abstracts and objectives, I would encourage you to look at the Professional Services Category Track tab and how it is laid out. Also, please remember that these write ups will be in the printed program and in the mobile app. They need to be detailed and interesting in order to draw people in. Write them as if you were talking to someone and trying to convince them to come to your session!

Please let me know if you need any assistance or have any questions.

And just a reminder, all final versions of these need to be sent to me by Wednesday, February 1st.

Thanks,

(b) (6)

CMP
Senior Manager of Meetings and Social Media

The American Council for Technology and Industry Advisory Council 3040 Williams Drive, Suite 500

Fairfax, VA 22031

(b) (6) actiac.org

703-208-4800, ext. 115

703-208-4805 - fax

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Subject: Re: Are we meeting at GSA at 1 today? Mon, 30 Jan 2017 10:48:37 -0500 Date:

From: Laura Stanton - QP < laura.stanton@gsa.gov> To:

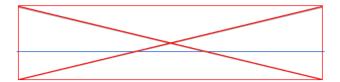
(b) (6) us.ibm.com>
<CALgG=hs7EzuRCXiBRtnhrycifhUUDR-fQWYB-PO6Gqizb=Kzdg@mail.gmail.com> Message-ID:

2e17fd7345ae0ccee8723b413086094c MD5:

I just resent it. I thought everyone had received it as part of the invite.

Laura J. Stanton **Assistant Commissioner** GSA | FAS | Office of Enterprise Strategy Management 703.785-2959

Visit the Acquisition Gateway



On Mon, Jan 30, 2017 at 10:34 AM, (b) (6) us.ibm.com wrote:

Laura,

Your room number did not come through in the calendar invite. Also, please set up a concall number because (b) (6) will be calling in. Thank you, and see you at 1 pm today.

Regards,

(b) (6)

(b) (6)

Business Services
Industry Account Manager, General Services Administration
Federal Civilian Agencies, US Federal

Mobile: (b) (6)

E-mail: (b) (6) us. bm.com

Find me on: and within IBM on:

6710 Rockledge Drive Bethesda, MD 20817 United States

Laura Stanton - QP ---01/30/2017 10:12:50 AM---Hi (b) (6) We are meeting at 1pm at GSA, Room 6216. The room number is (hopefully) in

From: Laura Stanton - QP < <u>laura.stanton@gsa.gov</u>>
To: (b) (6) Gaithersburg/IBM@IBMUS

Date: 01/30/2017 10:12 AM

Subject: Re: Are we meeting at GSA at 1 today?

Hi (b) (6)

We are meeting at 1pm at GSA, Room 6216. The room number is (hopefully) in the location portion of the invite.

See you in a few hours.

Laura

Laura J. Stanton
Assistant Commissioner
GSA | FAS | Office of Enterprise Strategy Management
703.785-2959
Visit the Acquisition Gateway

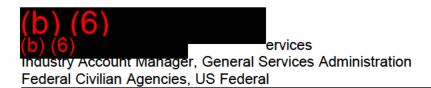
On Mon, Jan 30, 2017 at 8:49 AM, (b) (6) (6) us.ibm.com> wrote:

Hi Laura,

I have a meeting hold on my calendar for today. Are we meeting in person at GSA

at 1 today? If so what room number? Thanks in advance.

Regards,



Mobile: (b) (6)
E-mail: (b) (6) us.ibm.com
Find me on: mand within IBM on: \$\frac{1}{15}\$



6710 Rockledge Drive Bethesda, MD 20817 United States Subject: Updated Invitation: Gateway Planning Meeting @ Mon Jan 30, 2017 1pm - 2:30pm (EST)

(b) (6) us.ibm.com) Mon, 30 Jan 2017 15:10:47 +0000 Date:

From: laura.stanton@gsa.gov

us.ibm.com, (b) (6) cgifederal.com, (b) (6) us.ibm.com, To:

distributedinc.com>, bradley.powers@gsa.gov, distributedinc.com

hpe.com, (b) (6) us.ibm.com, brad.ludlow@gsa.gov,

actiac.org

<94eb2c03289a64c6070547513833@google.com> Message-ID:

8e9eb3203239785b39d0fd0f91b21487 MD5:

Attachments: invite.ics

This event has been changed.

more details »

Changed: Gateway Planning Meeting

meet.gsa.gov/Istanton

Mon Jan 30, 2017 1pm - 2:30pm Eastern Time When

Where 1800 F St NW, Room 6216 or 1.866.928.2008,

Participant Code: 421914, (map)

(b) (6) us.ibm.com Calendar

Who laura.stanton@gsa.gov awax organize

> cgifeder **awax** al.com awax us.ibm.com

> **awax** us.ibm.com distributedinc.c **awax**

andrea.azarcon@gsa.go **awax**

bradley.powers@gsa.go awax

awax hpe.com us.ib **awax**

awdax brad.ludlow@gsa.gov awax actiac.org

Going? Yes - Maybe - No more options »

Invitation from Google Calendar

You are receiving this courtesy email at the account (6) us.ibm.com because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at https://www.google.com/calendar/ and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. Learn More.

Subject: Re: Availability for Facilitator Preparation Meetings re: March 2017 Category

Management Event

Date: Mon, 30 Jan 2017 12:59:29 -0500

From: Laura Stanton - QP < laura.stanton@gsa.gov>

To: @distributedinc.com>

Cc: (b) (b) distributedinc.com>, (b) (6) Gaithersburg/IBM"

(b) (b) us.ibm.com>

Message-ID: <CALgG=huohpHD2ZWniTfPkm64mAQ+2CYXoc+5P-RBV0u4OGX4BA@mail.gmail.com>

MD5: 51d8783adbfaa2324c17286f4925babf

Hi(b)(6)

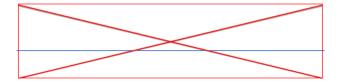
Thanks for being willing to support the event. I'm really looking forward to it. I'm adding (b) (6) on this email. He is organizing this session and will be reaching out to schedule a meeting of all the facilitators.

Thanks again and I look forward to meeting you in person.

Laura

Laura J. Stanton
Assistant Commissioner
GSA | FAS | Office of Enterprise Strategy Management
703.785-2959

Visit the Acquisition Gateway



On Mon, Jan 23, 2017 at 4:11 PM, Olmsted, Alexandra <a learning and alexandra @distributedinc.com wrote:

Hi Laura,

In preparation for the upcoming March 2017 Category Management event, (b) (6) requested that I share my availability for two facilitator meetings in early and late February. The only dates I am unavailable in February are Monday, February 20th – Thursday, February 23rd. Otherwise, I will be able to make any meeting at GSA between 9-5pm EST.

Please let me know if you have any additional questions!

Thank you,



Subject: SAVE THE DATE - Acquisition Gateway Co-Design session Facilitators Meeting

Date: Mon, 30 Jan 2017 15:00:58 -0500

From: (b) (6) us.ibm.com>

To: distributedinc.com, andrea.azarcon@gsa.gov, bradley.powers@gsa.gov,

(b) (6) us.ibm.com>, (b) (6)

(b) (b) us.ibm.com> :OF877309BF.51277E1D-

ON002580B8.006C5F7B-852580B8.006DF3E4@notes.na.collabserv.com>

MD5: 65ef0ecfdb9382bae83acfa3f32eb1e3

Attachments: c200058.ics

${\bf Description All,}$

Message-ID:

I just want to get this meeting on our calendars for now. I am expecting a couple more names (Deloitte and CGI may volunteer facilitators).

Purpose of this meeting is to dive into the details on how we will conduct the ACT-IAC Category Management two-hour co-creation session in a manner consistent across all facilitators. We will discuss logistics, roles, supplies needed, methodology, and outputs expected.

For those not able to make it in person, here's the call-in information:



I will update this invite once I have all the names.



Subject: Invitation: Gateway Planning Session @ Tue Feb 21, 2017 1pm - 2:30pm

(andrea.azarcon@gsa.gov)

Tue, 31 Jan 2017 19:19:20 +0000 Date:

Laura Stanton - QP < laura.stanton@gsa.gov> From:

andrea.azarcon@gsa.gov, (b) (6 us.ibm.com, To: us.ibm.com, (b) (6)

(b) distributedinc.com cgifederal.com,

actiac.org, distributedinc.com>, brad.ludlow@gsa.gov, hpe.com, bradley.powers@gsa.gov, (b) (6 us.ibm.com

Message-ID: <001a113te112221558054768cf12@google.com

MD5: e8918cdcbb5e1160b2a269ee84d62133

Attachments: invite.ics

more details »

Gateway Planning Session

1800 F St NW, Room 6216 or 1.866.928.2008, Participant Code: 421914,

Tue Feb 21, 2017 1pm - 2:30pm Eastern Time When

Where See location and number in the notes (map)

andrea.azarcon@gsa.gov Calendar

Who laura.stanton@gsa.gov **awax**

ampaX

organizer

ampaX

us.ib

b) (6) us.ibm.com andrea.azarcon@gsa.go

ampaX

cgifeder (b) (6) awax

(6) distributedinc.c **awax**

awax brad.ludlow@gsa.gov awax actiac.org

awax hpe.com bradley.powers@gsa.go

awax

ampaX us.ibm.com

Going? Yes - Maybe - No more options »

Invitation from Google Calendar

You are receiving this email at the account andrea.azarcon@gsa.gov because you are subscribed for invitations on calendar andrea.azarcon@gsa.gov.

To stop receiving these emails, please log in to https://www.google.com/calendar/ and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. Learn More.

Subject: Updated Invitation: Gateway Planning Meeting @ Mon Jan 30, 2017 1pm - 2:30pm (EST)

(b) (6) us.ibm.com) Mon, 30 Jan 2017 15:10:46 +0000 Date:

From: laura.stanton@gsa.gov

us.ibm.com, (b) (6) cgifederal.com, (b) (6) us.ibm.com, To:

distributedinc.com>, bradley.powers@gsa.gov, distributedinc.com" <

hpe.com, (b) (us.ibm.com, brad.ludlow@gsa.gov,

actiac.org

<94eb2c05ff98581baf054751387d@google.com> Message-ID:

1d0c7b09e4a9f01b26d332b7ed41bc5e MD5:

Attachments: invite.ics

This event has been changed.

more details »

Changed: Gateway Planning Meeting

meet.gsa.gov/Istanton

Mon Jan 30, 2017 1pm - 2:30pm Eastern Time When

Where 1800 F St NW, Room 6216 or 1.866.928.2008,

Participant Code: 421914, (map)

(b) (6) us.ibm.com Calendar

Who laura.stanton@gsa.gov awax organize

awax

al.com awax

us.ibm.com **awax** us.ibm.com

cgifeder

distributedinc.c **awax**

andrea.azarcon@gsa.go

awax

bradley.powers@gsa.go awax

awax hpe.com us.ib **awax**

awdax brad.ludlow@gsa.gov

awax actiac.org

Going? Yes - Maybe - No more options »

Invitation from Google Calendar

You are receiving this courtesy email at the account (6) us.ibm.com because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at https://www.google.com/calendar/ and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. Learn More.

Subject: Re: Staying connected / offering help Date: Mon, 30 Apr 2018 18:24:07 -0400

From: Laura Stanton - QP < laura.stanton@gsa.gov>
To: @ibm.com>

Message-ID: <CALgG=hvuw223hGXBkC1xHPAg0S-Kd6zNJnXG1xCMOxAR-yyMzQ@mail.gmail.com>

MD5: c1cdd6629a2fd281c3e09a8d6649945f

Hi ^{(b) (6)}

Thanks for sharing and I'm digging myself out of my email hole. (b) (5)

Thanks, Laura

Laura J. Stanton
Assistant Commissioner
GSA | FAS | Office of Enterprise Strategy Management
1800 F Street, NW | Washington, DC 20405
703.785.2959

On Tue, Apr 24, 2018 at 11:41 AM, (b) (6) @ibm.com> wrote:

Laura,

Hope all is well.

Thanks for making time to connect two weeks ago to hear some IBM thoughts on e-commerce. That meeting, and the panel session in Ballston, was helpful for understanding the opportunities and challenges that FAS is facing.

Although we touched on a lot - the 'value stick' and how it informs design of e-marketplaces, the importance of creating & maintaining a portfolio of buying mechanisms to suit different stakeholders, how to get more value out of transaction data - the time went by fast and we didn;t get too deep in any one area. Also it feels like a lot of ideas I wanted to share just didn't get out.



IBM has helped many retailers make purchases easier for end-customers, for example we built the intelligent Easy Button solution for Staples (http://news.staples.com/press-release/corporate/staples-easy-button-comes-life-ibm-watson). Similar models, like Amazon's Dash or Alexa solutions will continue. Over time the idea of ordering some commodities might become a quaint old novelty.

I really would like to stay engaged with GSA if at all possible and open to any ideas/models to do that.

Thoughts?

Thanks,



Business Strategy CoC Phone: 571-643-1236

Email: (b) (6) @ibm.com

Subject: Re: Lunch during Acquisition Excellence March 27th: Meeting

Procurement Transformation

Date: Tue, 27 Mar 2018 13:46:12 +0000

Laura Stanton - QP < laura.stanton@gsa.gov> From: To:

(b) (6) (6) us.ibm.com>
<CALgG=hvG4gAEFhSdrsmj8x1s6g9WPW1wkNEZx8ujbGbnZZQYHQ@mail.gmail.com> Message-ID:

1a188c136a5fdd1a91654a21c0f8cae4 MD5:

Sounds good. I said hello to (6) (6) already. I'll see you at noon.

On Tue, Mar 27, 2018 at 9:18 AM (6) (6) us.ibm.com> wrote:

Gm we will be in the Robitics, Al and Blockchain session at 10:00 Am. We can meet you at the registration desk after that.



0. Marsh 703-608-1827 **IBM US Federal**

On Mar 26, 2018, at 6:09 PM, Laura Stanton - QP < laura.stanton@gsa.gov > wrote:

Hi (b) (6)

I was out on Friday and just catching up with my email. If the invitation is still open, I would like to have lunch with you and (b) (6) My apologies for my tardy reply.

Laura

On Fri, Mar 23, 2018 at 10:52 AM (b) (6) <(b) (6) us.ibm.com> wrote:

Great to see you last night. Are you free to have lunch with (b) (6) during acquisition excellence on the 27th? Below is his bio. He is the VP at IBM that is in charge of Procurement Transformation.

Have a great day,

Client Executive ıs.ibm.com

Laura J. Stanton **Assistant Commissioner** GSA | FAS | Office of Enterprise Strategy Management 1800 F Street, NW | Washington, DC 20405 703.785.2959

Subject: IBM/SAP Ariba Partnership Meeting Follow-up

Date: Mon, 12 Mar 2018 09:22:30 -0500

From: us.ibm.com>

To: <alan.thomas@gsa.gov>, vladlen.zvenyach@gsa.gov

ibm.com>, ' Cc:

> us.ibm.com>, " us.ibm.com> @sap.com>, ' @sap.com> @us.ibm.com>, 'Alexandra Mobeka - Q-C" <alexandra.mobeka@gsa.gov>,

Laura Stanton - QP" <laura.stanton@gsa.gov>

Message-ID: <OF41F97F85.F2D61603-

ON0025824E.004D5513-8525824E.004EF6D1@notes.na.collabserv.com>

MD5: 409a08540206db667779e9ec4a11e378

Alan and (6) (6) Thank you for spending the time with IBM and SAP on Friday to discuss the IBM/SAP Ariba Partnership. We hope you found the time valuable. I will coordinate with Alexandra to set up some time on your calendars to meet with (b) (6) IBM VP of Procurement Transformation on or near March 27th when he comes to participate in ACT-TAC Acquisition Excellence. As part of that meeting we will have an Ariba presentation/Demo given by SAP.

Part of our discussion on Friday was around FEDRAMP. Nancy and Scott are happy to engage further around this topic with GSA and share IBM and SAP's feedback and recommendations.

Thank you again,

Client Executive us.ibm.com

Subject: Confirming March 9th IBM SAP Ariba meeting and proposed agenda

Date: Fri, 2 Mar 2018 12:42:51 -0500

From: "(b) (6) us.ibm.com>
To: "Alan Thomas - Q" <alan.thomas@gsa.gov>

Cc: "Laura Stanton - QP" "Laura Stanton - QP" "Alexandra"

Mobeka - Q-C" <alexandra.mobeka@gsa.gov>

Message-ID: <OFFB6AE831.E96D77CD-

ON00258244.0060B48D-85258244.00614E7A@notes.na.collabserv.com>

MD5: 9b6d65352d1065033635f8bd6fd204b0

Alan,

IBM and SAP are looking forward to our meeting next Friday 10:00 - 10:45 AM to present the IBM/SAP Ariba partnership. Below is who will be coming from IBM and SAP and our proposed agenda. Thank you,

(b) (6)

Attendees:

Agendal ntroductions

IBM perspective on the divestment of IBM Emptoris procurement system and the IBM partnership with SAP Ariba - (b) (6) (IBM)

SAP Ariba Federal Marketplace update - (b) (6) (SAP)

Open Discussion

Next Steps

(b) (6)
IBM US Federal Client Executive
GSA
(b) (6)
us.ibm.com

Subject: Re: Thank you for meeting with IBM today, GSA FAS strategic Discussion

Mon, 26 Feb 2018 14:00:38 -0500 Date:

From: us.ibm.com> <(ɒ) (ɒ) To: <laura.stanton@gsa.gov>

b) (6) us.ibm.com>, Yolanda Cc:

Message-ID: <OF40CCADF7.ECBB00F1-

ON00258240.00685BBB-85258240.00686E2F@notes.na.collabserv.com>

49d88587ba1fe801bc609b0233ebc50a MD5:

Laura,

That is fine. I just wanted to get it on the calendar.

Thank you,

US Federal Client Executive us.ibm.com

Laura Stanton - QP < laura.stanton@gsa.gov> From:

To: us bm com> b) (6) us.ibm.com>, Yolanda Sullivan - QP1A Cc: us.ibm.com>,

<yolanda.sullivan@gsa.gov> 02/26/2018 01:53 PM

Re: Thank you for meeting with IBM today, GSA FAS strategic Discussion

Hi (b) (6)

It was a pleasure to see you as well. Given my calendar, I think it may be late March/early April before we find time.

Thanks. Laura

Laura J. Stanton Assistant Commissioner GSA | FAS | Office of Enterprise Strategy Management 1800 F Street, NW | Washington, DC 20405 703.785.2959

Acquisition Gateway University - Winter Session (Jan 29 - Feb 2)

CLP certified acquisition webinars, designed to help you get the most from the Acquisition Gateway!

Register here. Questions? Email gateway_communications@gsa.gov.

On Mon, Feb 26, 2018 at 1:19 PM, (6) us.ibm.com> wrote: Laura

Thank you again for taking the time to participate in IBM's Voice of the Client process. the time incredibly valuable. One of the to-dos I took was to set up a meeting to bring out Nick Davinic from our Commercial Retail Strategy team to discuss what FAS should look like in 2025. I wanted to get some time on your calendar to have that meeting as soon as it works for you. Thank you,

Subject: Re: IBM Voice of The Client Interview Invitation

Date: Fri, 9 Feb 2018 21:48:08 +0000

From: (b) (6) us.ibm.com>

To: laura.stanton@gsa.gov

(b) (b) (c) us.ibm.com>, (b) (b) (c) volanda.sullivan@gsa.gov

Message-ID: <OF63CF8FC9.BE2A03ED-

ON0025822F.0077279E-0025822F.0077C372@notes.na.collabserv.com>

MD5: e24504b0e4cc505639c39a6b065e148a

Wonderful! Thank you very much for your participation, Laura, and I hope you have a nice weekend!

Yolanda, I will reach out to you separately to set up a time to coordinate this meeting.

(b) (6)
Public Service Sales & Growth
IBM Global Business Services
Senior Consultant
Mobile: (b) (6)
E-mail: (b) (6) us.ibm.com

----- Original message -----

From: Laura Stanton - QP < laura.stanton@gsa.gov>

To: (b) (6) (b) (6) us.ibm.com>
Cc: (b) (6) us.ibm.com>, (b) (6) (b) (c) us.ibm.com>, (b) (6) (c) us.ibm.com>, (b) (6) (c) us.ibm.com>, (b) (6) (c) us.ibm.com>, Yolanda Sullivan - QP

<yolanda.sullivan@gsa.gov>

Subject: Re: IBM Voice of The Client Interview Invitation

Date: Fri, Feb 9, 2018 4:13 PM

Hi (b) (6)

Thanks for reaching out. I would be pleased to participate. I've added Yolanda Sullivan to this email and she will work with you to find some dates and times on the weeks of 2/20 or 2/26.

Thanks, Laura

Laura J. Stanton Assistant Commissioner GSA | FAS | Office of Enterprise Strategy Management 1800 F Street, NW | Washington, DC 20405 703.785.2959

Acquisition Gateway University - Winter Session (Jan 29 - Feb 2)

CLP certified acquisition webinars, designed to help you

Register here. Questions? Email gateway communications@gsa.gov.

On Thu, Feb 8, 2018 at 11:22 AM, (b) (6) us.ibm.com wrote: Dear Ms. Stanton,

I would like to introduce you to (b) (6) and one of our leading Executives for the IBM "Voice of the Client" Program.

The VoTC program utilizes an executive, outside the account team, to speak with you about IBM and your program to determine how we are delivering against your expectations, as well as further understand what challenges clients are facing and potential disruptions in the marketplace.

We are dedicated to our clients' success, and part of that dedication involves listening to our clients to learn what we can do better and how we can better serve. Our clients are our number 1 priority.

The discussion takes about an hour. If you're amenable, I'd like to work with your and/or your team to schedule this discussion.

May I have a few available dates and times that work for you, so that I can schedule this meeting?

Thank you, and we sincerely look forward to speaking with you.



Subject: Re: IBM Voice of The Client Interview Invitation

Fri, 9 Feb 2018 21:39:53 +0000 Date:

From: us.ibm.com> o) (b) us.ibm.com>
aura Stanton - QP" <|aura.stanton@gsa.gov>, To:

Cc: us.ibm.com>,

us.ibm.com>, "Yolanda

<OF8608522B.ED801E46-Message-ID:

ON0025822F.007701D6-1518212393125@notes.na.collabserv.com>

MD5: f950967b9e1de4cb87bfb57a4df78c9c

Yes Laura thank you have a great weekend.

(b) (6) **(b)** (703-608-1827

IBM US Federal

On Feb 9, 2018, at 4:33 PM, (b) (6) us.ibm.com> wrote:

Thank you Laura!

Regards,

s Services Account Manager, General Services Administration Federal Civilian Agencies, US Federal

Mobile: us.ibm.com

Find me on: <0.6F4.jpeg> and within IBM on: <0.AD4.jpeg>

<0.10D0.gif>

6710 Rockledge Drive Bethesda, MD 20817 **United States**

Laura Stanton - QP ---02/09/2018 04:13:03 PM---Hi (b) (6), Thanks for reaching out. I would be pleased to participate. I've added

From: Laura Stanton - QP < laura.stanton@gsa.gov >

(6) <u>us.ibm.com</u>> us.ibm.com>, (b) (6) us.ibm.com> us.ibm.com>, Yolanda Sullivan - QP <<u>yolanda.sullivan@gsa.gov</u>> Date: 02/09/2018 04:13 PM

Subject: Re: IBM Voice of The Client Interview Invitation

Thanks for reaching out. I would be pleased to participate. I've added Yolanda Sullivan to this email and she will work with you to find some dates and times on the weeks of 2/20 or 2/26.

Thanks, Laura

Laura J. Stanton

Assistant Commissioner

GSA | FAS | Office of Enterprise Strategy Management 1800 F Street, NW | Washington, DC 20405 703.785.2959

Acquisition Gateway University - Winter Session (Jan 29 - Feb 2)

CLP certified acquisition webinars, designed to help you get the most from the <u>Acquisition Gateway!</u>
Register <u>here</u>. Questions? Email <u>gateway communications@gsa.gov</u>.

On Thu, Feb 8, 2018 at 11:22 AM, (b) (6) (6) us.ibm.com wrote: Dear Ms. Stanton,

I would like to introduce you to (b) (6) and one of our leading Executives for the IBM "Voice of the Client" Program.

The VoTC program utilizes an executive, outside the account team, to speak with you about IBM and your program to determine how we are delivering against your expectations, as well as further understand what challenges clients are facing and potential disruptions in the marketplace.

We are dedicated to our clients' success, and part of that dedication involves listening to our clients to learn what we can do better and how we can better serve. Our clients are our number 1 priority.

The discussion takes about an hour. If you're amenable, I'd like to work with your and/or your team to schedule this discussion.

May I have a few available dates and times that work for you, so that I can schedule this meeting?

Thank you, and we sincerely look forward to speaking with you.

(b) (6)
Public Service, Voice of The Client
IBM Global Business Services
Senior Consultant

Mobile: (b) (6)

E-mail: (b) (6) us.ibm.com

Subject: Re: potential CM Roundtable

Pate: Fri, 17 Nov 2017 21:23:00 +0000

From: '(b) (6) (b) (6) us.ibm.com>
To: 'Laura Stanton - QP" <laura.stanton@gsa.gov>

Cc: (b) (6) us.ibm.com>, (b) (6) gmail.com

Message-ID: < OF3C9A1C04.92CC3918-

ON002581DB.00757641-1510953779968@notes.na.collabserv.com>

MD5: bc8900bf0ca8165680175b1b230c9c95

Thanks! Adding Anne's correct email

Sent from my iPhone

On Nov 17, 2017, at 3:11 PM, Laura Stanton - QP < laura.stanton@gsa.gov> wrote:

Looks good to me. We're trying to get a nice room at GSA, so we'll send the number as soon as possible.

Thanks, Laura

Laura J. Stanton
Assistant Commissioner
GSA | FAS | Office of Enterprise Strategy Management
1800 F Street, NW | Washington, DC 20405
703.785.2959

On Fri, Nov 17, 2017 at 1:06 PM, (b) (6) (b) (6) (c) (b) (6) us.ibm.com> wrote: BTW is this invite OK?

How best to implement Category Management across Federal agencies is the subject of a forthcoming IBM Center for The Business of Government report (see third entry at http://www.businessofgovernment.org/content/forthcoming-research-reports). To provide additional context around this important subject, the Center is collaborating with the GSA Category Management Program Management Office to host a small Roundtable discussion with Jonathan O'Brien who is a leading global expert this field. We would most welcome your joining this session, which will be held on at GSA HQ on 1800 F St (Room TBD)

Jonathan O'Brien's "Category Management in Purchasing" has been called "the standard work on this topic," "a very sensible, practical guide" and "a book that any serious procurement professional really should have access to" by <u>Spend Matters UK/Europe</u>.

O'Brien's section on public sector category management covers the unique requirements and need for advanced staff capability in successfully using category management in government. Public sector buying leaders must ensure their staff can work adroitly within policy, legislative and regulatory regimes, while also having the commercial sense of commercial category managers, O'Brien says. His insights are particularly timely and applicable for the Federal category management initiative.

Please join the Center at GSA to discuss with Jonathan O'Brien the key factors and capabilities required for successful category management in government, and ways it can be used to achieve the reform and reorganization goals agencies must achieve.



From: Laura Stanton - QP < <u>laura.stanton@gsa.gov</u>>

To: (b) (6) (b) (6) < (b) (6) us. bm.com>

Date: 11/16/2017 03:24 PM

Subject: Re: potential CM Roundtable

Do you mind if I invite some of our other GSA team such as Kay Ely?

On Thu, Nov 16, 2017 at 3:14 PM Laura Stanton - QP < <u>laura.stanton@gsa.gov</u>> wrote: Please send and I'll sort out the details on our side for a room. I will plan for 15.

Thanks, Laura

On Thu, Nov 16, 2017 at 3:13 PM (b) (6) (b) (6) (b) (6) us.ibm.com wrote:
That's great, thanks Laura. 4-6 works fine! Do you want to send invites or should we and just indicate at GSA?

Sent from my iPhone

On Nov 16, 2017, at 3:07 PM, Laura Stanton - QP < laura.stanton@gsa.gov > wrote:



Thanks for including us. I also reached out to Alan. He would be interested in joining the final 30 minutes of the round table and hear the outputs of our discussion. With that in mind, I would like to offer to host it at GSA if that works for you.

Also, I have a conflict until 4 pm. Any chance, we could either move it up earlier in the day or start at 4pm?

Given the topic, I would extend the invitation to Lesley Field. Meredith Romley has been managing the day to day work of category management on behalf of Lesley.

Thanks, Laura

On Wed, Nov 15, 2017 at 6:31 PM (b) (6) (b) (6) (b) (6) us.ibm.com wrote:

thanks again greatly, following up on this. Here is a proposed game plan, coing (b) (6) as well.

- -- we host the meeting on Dec 6 at our office 3-5 PM or thereabouts (does that work for you?), partnering with ACT-IAC.
- -- format is informal roundtable discussion of O'Brien's research and its applicability to the US CM initiative. I'm happy to emcee so Anne can focus on taking notes for her report ...
- -- potential invitees (comments/adds to this list most welcome -- given calendars, I'm OK to invite 15 so we get

10-12).

O'Brien Laura Stanton Steve Krauss Karen Pica (is she the best OMB POC)? Tim Cooke



If you are good with this approach or with any upgrades, happy to send invites this week before folks disappear for the holidays (like me, gone all next week).

Best,





From: Steve Krauss - QP0D < steve.krauss@gsa.gov

(b) (6) (b) (6) us. bm.com>, Laura Stanton < laura.stanton@gsa.gov>

Date:

Re: potential CM Roundtable Subject:

I brought this up with Laura and she thinks it would be a great idea. I'm including both of you on the email to connect you directly, but [1] I'll ask you your thoughts on next steps?
What do you or Anne see in terms of logistics, size, format, attendees, or anything else in need of discussion as part of the planning process?

Thanks.

Steve Krauss Director, Category Management Strategic Execution Federal Acquisition Service, GSA (202) 316-8619

Join the government's Acquisition Gateway Community! https://hallways.cap.gsa.gov

On Wed, Nov 8, 2017 at 4:09 PM, (b) (6) (b) (6) (b) (6) us.ibm.com wrote: Steve --

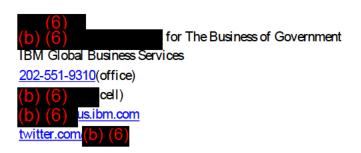
is writing a report for the Center on Category Management. She is in touch with a leading global ert, Jonathan O'Brien, on the topic. He'll be in DC next month and we are thinking of hosting a small

roundtable for some govt and industry leaders to talk with him in an informal setting.

Do you think a topic like the one below would be helpful for Laura and the team?

Thanks





Jonathan O'Brien's "Category Management in Purchasing" has been called "the"the standard work on this topic," "a very sensible, practical guide" and "a book that any serious procurement professional really should have access to." by Spend Matters UK/Europe.

O'Brien's section on public sector category management covers the unique requirements and need for advanced staff capability in successfully using category management in government. Public sector buying leaders must ensure their staff can work adroitly within policy, legislative and regulatory regimes, while also having the commercial sense of commercial category managers, O'Brien says.

His insights are particularly timely and applicable for the Federal category management initiative led by GSA and OMB. In the <u>Government Reform memorandum</u>, <u>M-17-22</u>, OMB directed agencies to leverage category management in their plans for streamlining mission-support functions.

Please join the Center to discuss with Jonathan O'Brien the key factors and capabilities required for successful category management in government and ways it can be used to achieve the reform and reorganization goals agencies must achieve.

--

Laura J. Stanton
Assistant Commissioner
GSA | FAS | Office of Enterprise Strategy Management
1800 F Street, NW | Washington, DC 20405
703.785.2959

--

Laura J. Stanton
Assistant Commissioner
GSA | FAS | Office of Enterprise Strategy Management
1800 F Street, NW | Washington, DC 20405
703.785.2959

Subject: Re: Read-Ahead For Category Management Meeting Today Thu, 7 Dec 2017 09:19:26 -0500 Date: Laura Stanton - QP < laura.stanton@gsa.gov> From: To: us.ibm.com> <(b) (6) gmail.com>, "Cc: (b) (6) @jeffersonconsulting.com>, Jamey Collins - QTDB <jamey.collins@gsa.gov>, Cc: Kuk, Jennifer J. EOP/OMB" < Jennifer_J_Kuk@omb.eop.gov>, Judith Zawatsky - QDOC <judith.zawatsky@gsa.gov>, Kenneth Allen <KAllen@actiac.org>, "Field (b) (6 @omb.eop.gov>, (b) (6) @asigovt.com>, @govinnovators.com> , Michael McFarland - QTA us.ibm.com>, Stacy Riggs @asigovt.com)" @asigovt.com>, @us.ibm.com>, (b) @positivepurchasing.com>, Zielinski - QTG <william.zielinski@gsa.gov>, us.ibm.com> Message-ID: <CALgG=hu-gyPv4o44sOYkLsthSqD9gUOaNED41D1f-NcZ61yBbg@mail.gmail.com> e612276b0a65a5e7636d5a6227460c51 MD5:

Thank you to everyone for participation and adaptability! It was an excellent discussion and good chance to pull many of the key players into the same space for a candid discussion.

Thank you!

Laura

Laura J. Stanton
Assistant Commissioner
GSA | FAS | Office of Enterprise Strategy Management
1800 F Street, NW | Washington, DC 20405
703.785.2959

Best,



```
(6)
(b) (6) for The Business of Government

IBM Global Business Services

202-551-9310 (office)
(b) (6) (cell)
(D) (b) us.lbm.com

twitter.com (b) (6)
```

<a href="mailto:lelinski (b) (6) govinnovators.com">, '(b) (6) @asigovt.com>, Michael McFarland - QTA michael:lelinski (b) (6) wus.bin.com>, (b) (6) wus.bin.com>, (b) (6) @positivepurchasing.com>, William Zielinski - QTG , (b) (6) @positivepurchasing.com>, William Zielinski QTS , (b) (6) @positivepurchasing.com>, William Zielinski @positivepurchasing.com>

Date: 12/07/2017 06:21 AM

Subject: Re: Read-Ahead For Category Management Meeting Today

Thank you, Steve. I'm glad you found both the article and the discussion useful!

On Thu, Dec 7, 2017 at 6:19 AM Steve Krauss - QPOD < steve.krauss@gsa.gov > wrote:

Great article. I actually found this valuable to read as a follow-up to our meeting rather than prior to it! Thank you, (b) (6) and (0) (6) for suggesting and helping to facilitate this great roundtable!

Thanks,

Steve Krauss
Director, Category Management Strategic Execution
Federal Acquisition Service, GSA
(202) 316-8619

__

Join the government's Acquisition Gateway Community! https://hallways.cap.gsa.gov

On Wed, Dec 6, 2017 at 11:52 AM, (b) (6) (6) gmail.com wrote:

Just passing along a recent article by our guest speaker for this afternoon, Jonathan O'Brien.

A few salient points [bracketed insertions are mine]:

- Successful implementation of category management needs the business [government leadership] to understand and believe in the approach and recognize procurement as a key enabler of business [mission] success.
- Good category management is a lengthy activity that demands significant resource and is usually the only way game-changing benefits can be secured. Cutting corners slashes potential.
- These issues can be prevented by a clear executive mandate and positioning category management as a business-wide [government-wide] concern.

And a few more from O'Brien's section on public sector category management in his book, Category Management in Purchasing:

- Merely 'bolting it on' to an existing bidding / tendering and contracting approach will do little and results will be sub-optimum.
- It means spending more time early on within a category management project to be certain about what we want to buy, to have a precise definition of what is required and to determine in advance how we are going to contract for it so at the point we approach the market we can clearly set out our requirements so all interested can have equal opportunity.
- Hard 'dog-eat-dog negotiations can be standard practice for many commercial companies. . . . Many negotiating approaches found in the commercial sector would fall afoul of historical public sector procurement legislation as they are in conflict with the underpinning pillars of equal treatment, transparency and proportionality.
- If we need to drive improvement or want some sort of collaborative relationship [with a supplier], the nature of this and the way it will work and be measured must be defined from the outset so all suppliers can bid to have a chance of being part of a defined way of engagement.
- Those leading public sector buying functions need to guide teams to think more about the most effective route through, how to make the legislation [regulations] work for them, and orking to prevent buyers from only following the safe route through.

Looking forward to seeing you all soon.

Best,



Subject: Fw: [EXTERNAL] Fw: DATE AND TIME INCLUDED Re: Invitation: Roundtable Discussion on

Category Management

Fri, 1 Dec 2017 16:47:14 -0500 Date:

From:

(b) (6) <(b) (6) us.ibm.com> Stanton - QP" <laura.stanton@gsa.gov>, "(b) (6) To:

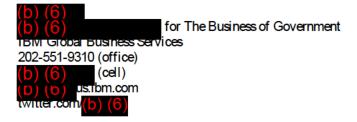
asigovt.com> <(b) (6) asigovt.c <OF44E6C944.E1DF363E-

Message-ID:

ON002581E9.0077A8C6-852581E9.0077AE8B@notes.na.collabserv.com>

7887523437b96e6e6c15dc21d52457f6 MD5:

FYI



- Forwarded by (b) (6) (b) (6) Bethesda/IBM on 12/01/2017 04:47 PM -

"Field, Lesley A. EOP/OMB" <Lesley_A._Field@omb.eop.gov> From:

To: b) (6) <(b) (6) us.ibm.com>

Date: 12/01/2017 04:45 PM

RE: [EXTERNAL] Fw: DATE AND TIME INCLUDED Re: Invitation: Roundtable Discussion on Category Management

on my team, who is our IT category management specialist, will be joining you all. Thanks so much for the invitation!

Lesley -

following up on this, would you or your CM leader (is that still Meredith?) like to join? The session will be in main GSA, room 6213. There will be a good crowd of GSA folks there as well.

Best,



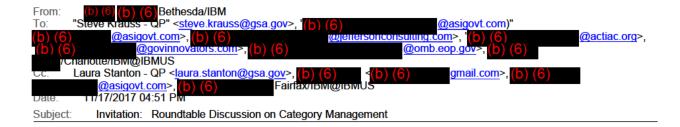
us.ibm.com> wrote: On Fri, Nov 17, 2017 at 5:14 PM, (b) (6) (b) (6) (6) All --

resending this invitation with the date and time included, this information was inadvertently omitted from the initial invitation. To confirm, it will be Wed Dec 6. 4-5:30 at GSA on 1800 F St. -- the room # will be sent at a later date.

Best.







Hello --

How best to implement Category Management across Federal agencies is the subject of a forthcoming IBM Center for The Business of Government report (see third entry at http://www.businessofgovernment.org/content/forthcoming-research-reports). To provide additional context around this important subject, the Center is collaborating with the GSA Category Management Program Management Office to host a small Roundtable discussion with Jonathan O'Brien, who is a leading global expert this field. We would most welcome your joining this session, which will be held on Dec 6 at 4-5:30 PM at GSA HQ on 1800 F St (Room TBD).

Jonathan O'Brien's "Category Management in Purchasing" has been called "the standard work on this topic," "a very sensible, practical guide" and "a book that any serious procurement professional really should have access to" by Spend Matters UK/Europe.

O'Brien's section on public sector category management covers the unique requirements and need for advanced staff capability in successfully using category management in government. Public sector buying leaders must ensure their staff can work adroitly within policy, legislative and regulatory regimes, while also having the commercial sense of commercial category managers, O'Brien says. His insights are particularly timely and applicable for the Federal category management initiative.

We hope that you can join the Center at GSA to discuss with Jonathan O'Brien the key factors and capabilities required for successful category management in government, and ways it can be used to achieve agency reform goals. Please RSVP by replying to this email, with cc to Ruth Gordon whose email is also included above.

Best regards,





Subject: Re: DATE AND TIME INCLUDED Re: Invitation: Roundtable Discussion on Category

Management

Date: Thu, 30 Nov 2017 17:16:26 -0500

From: Laura Stanton - QP < laura.stanton@gsa.gov>
To: Steve Krauss - QPOD < steve.krauss@gsa.gov>
Cc: (b) (6) (b) (6) (6) us.ibm.com>

Cc: (b) (6) (b) (6) (c) us.ibm.com>

Message-ID: <CALgG=hvw=moJkbtOtunjUv2M1Nw1jSbKpbr+CK-bZwCyO7AmBQ@mail.gmail.com>

MD5: 49ecf7242b69dc43773a33e08f324125

I'm fine with it.

Thanks, Laura

Laura J. Stanton
Assistant Commissioner
GSA | FAS | Office of Enterprise Strategy Management
1800 F Street, NW | Washington, DC 20405
703.785.2959

On Thu, Nov 30, 2017 at 4:28 PM, Steve Krauss - QPOD < steve.krauss@gsa.gov> wrote:

I wouldn't see an issue with that. Laura?

Steve Krauss
Director, Category Management Strategic Execution
Federal Acquisition Service, GSA
(202) 316-8619Sent from my iPhone

On Nov 30, 2017, at 11:37 AM, (b) (6) (b) (6) (c) (6) us.ibm.com wrote:

Laura, Steve --

OK to add Michael in his ACT-IAC COI Chair hat?

Thanks



---- Forwarded by (b) (6) (b) (6) Bethesda/IBM on 11/30/2017 11:35 AM ----

From: Lou Kerestesy <Lou@govinnovators.com>
To: (b) (6) (b) (6) (c) (b) (d) us. bm.com>

Cc: (b) (6) us.ibm.com>, Steve Krauss - QP < steve.krauss@gsa.gov>

Date: 11/30/2017 11:32 AM

Subject: Re: DATE AND TIME INCLUDED Re: Invitation: Roundtable Discussion on Category Management

Michael.Mcfarland@gsa.gov.

Sent from my iPhone

On Nov 30, 2017, at 11:07 AM, (b) (6) (b) (6) (6) us.ibm.com wrote:

Lou -- can you send Michael's email? Thanks

```
(b) (6)
(b) (6)
for The Business of Government

IBM Global Business Services

202-551-9310 (office)
(b) (6)
(cell)
(D) (b) us.lbm.com

twitter.com(b) (6)
```

(b) (6) and Steve,

Many thanks for the invitation. Can we include Michael McFarland as the COI's government chair? Ruth, add me to the list.

Lou

<mime-attachment.jpg>

```
(b) (6)
Founder and CEO
(b) (6)
govinnovators.com
```

<mime-attachment.png> <mime-attachment.png>

```
From: (b) (6) (b) (6) [mailto (b) (6) us.ibm.com]

Sent: Friday, November 17, 2017 5:15 PM

To: Steve Krauss - QP < steve.krauss@gsa.gov >

Cc: (b) (6) @jeffersonconsulting.com >; (b) (6) gmail.com >; (b) (6)

@actiac.org >; Laura Stanton - QP < laura.stanton@gsa.gov >; (b) (6)

@omb.eop.gov >; (b) (6) @asigovt.com >; (b) (6)

@govinnovators.com >; (b) (b) us.ibm.com >; (b) (6)

@us.ibm.com >; (b) (6) @asigovt.com >

Subject: DATE AND TIME INCLUDED Re: Invitation: Roundtable Discussion on Category Management
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Best,



```
(6)
(b) (6) for The Business of Government
IBM Global Business Services
202-551-9310 (office)
(b) (6) (cell)
(b) (6) us.ibm.com
twitter.com (b) (6)
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From: (b) (6) (b) (6) Bethesda/IBM
To: "Steve Krauss - QP" <steve.krauss@gsa.gov>, (b) (6) ke@asigovt.com)"
(b) (6) @asigovt.com>, '(b) (6) @entersoriconsulting.com>, (b) (6) @actiac.org>,
(b) (6) @govinnovators.com>, (b) (6) @omb.eop.gov>, (b) (6)

/Charlotte/IBM/IBMUS

Laura Stanton - QP <laura.stanton@gsa.gov>, (b) (6) gmail.com>, '(b) (6)

@asigovt.com>, (b) (6) Fairfax/IBM/IBM/IDM/ISM/IDM/IDM/ISM/IDM/IDM/ISM/IDM/IDM/ISM/IDM/IDM/ISM/IDM/IDM/ISM/IDM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/ISM/IDM/I
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We hope that you can join the Center at GSA to discuss with Jonathan O'Brien the key factors and capabilities required for successful category management in government, and ways it can be used to achieve agency reform goals. Please RSVP by replying to this email, with cc to Ruth Gordon whose email is also included above.

Best regards,





Subject: Re: potential CM Roundtable

Date: Thu, 30 Nov 2017 08:24:37 -0500

From: '(b) (6) (b) (6) (c) us.ibm.com>
To: Steve Krauss - QPOD < steve.krauss@gsa.gov>

Cc: (b) (6) asigovt.com>, Laura Stanton - QP

, '(b) (6) us.ibm.com

Message-ID: <OFCF7547C2.6F435CE2-

ON002581E8.00499EDA-852581E8.0049AAE0@notes.na.collabserv.com>

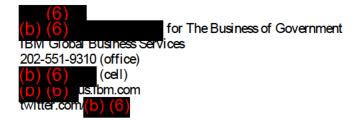
MD5: c1e98378f3d36d553760112e31bf8e9a

All good! Thanks Steve and Laura

Anne, can we talk later today re prep?

Best.





From: Steve Krauss - QP0D <steve.krauss@gsa.gov>
To: Laura Stanton - QP <laura.stanton@gsa.gov>

Cc: (b) (6) (b) (6) < (b) (6) us.ibm.com>, ' (b) (6) < asigovt.com>

Date: 11/30/2017 04:29 AM

Subject: Re: potential CM Roundtable

booked here for this roundtable. Laura's got the room booked from 3:30 in case you want to arrive a little early. Second, I noticed yesterday that I didn't have this on my calendar because I had received an email invitation but not a calendar invite, so to speak. I put it on my calendar myself but you may want to send out a calendar invite, given we now have a specific room to reference. And third, please add Stacy Riggs (stacy.riggs@gsa.gov) to your invite list. She's running the day-to-day work of the Category Management PMO here and would be a key person to participate in the session as well!

Thanks,

Steve Krauss Director, Category Management Strategic Execution Federal Acquisition Service, GSA (202) 316-8619

...

Join the government's Acquisition Gateway Community! https://hallways.cap.gsa.gov

On Thu, Nov 16, 2017 at 3:14 PM, Laura Stanton - QP < $\frac{laura.stanton@gsa.gov}{laura.stanton@gsa.gov}$ wrote: Please send and I'll sort out the details on our side for a room. I will plan for 15.

Thanks, Laura On Thu, Nov 16, 2017 at 3:13 PM (b) (6) (b) (6) (b) (6) us.ibm.com wrote:
That's great, thanks Laura. 4-6 works fine! Do you want to send invites or should we and just indicate at GSA?

Sent from my iPhone

On Nov 16, 2017, at 3:07 PM, Laura Stanton - QP < laura.stanton@gsa.gov > wrote:



Thanks for including us. I also reached out to Alan. He would be interested in joining the final 30 minutes of the round table and hear the outputs of our discussion. With that in mind, I would like to offer to host it at GSA if that works for you.

Also, I have a conflict until 4 pm. Any chance, we could either move it up earlier in the day or start at 4pm?

Given the topic, I would extend the invitation to Lesley Field. Meredith Romley has been managing the day to day work of category management on behalf of Lesley.

Thanks, Laura

On Wed, Nov 15, 2017 at 6:31 PM (b) (6) (b) (6) (b) (6) us.ibm.com wrote: Steve, Laura --

thanks again greatly, following up on this. Here is a proposed game plan, coing Anne as well.

- -- we host the meeting on Dec 6 at our office 3-5 PM or thereabouts (does that work for you?), partnering with ACT-IAC.
- -- format is informal roundtable discussion of O'Brien's research and its applicability to the US CM initiative. I'm happy to emcee so Anne can focus on taking notes for her report ...
- -- potential invitees (comments/adds to this list most welcome -- given calendars, I'm OK to invite 15 so we get 10-12).

O'Brien Laura Stanton Steve Krauss Karen Pica (is she the hest

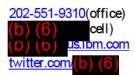
Karen Pica (is she the best OMB POC)?



If you are good with this approach or with any upgrades, happy to send invites this week before folks disappear for the holidays (like me, gone all next week).

Best,





From: Steve Krauss - QP0D <steve.krauss@gsa.gov>

(b) (6) sus.ibm.com>, Laura Stanton <<u>laura.stanton@gsa.gov</u>>

Date:

Subject: Re: potential CM Roundtable

I brought this up with Laura and she thinks it would be a great idea. I'm including both of you on the email to connect you directly, but (6) (6) I'll ask you your thoughts on next steps? What do you or Anne see in terms of logistics, size, format, attendees, or anything else in need of discussion as part of the planning process?

Thanks,

Steve Krauss Director, Category Management Strategic Execution Federal Acquisition Service, GSA (202) 316-8619

Join the government's Acquisition Gateway Community! https://hallways.cap.gsa.gov

On Wed, Nov 8, 2017 at 4:09 PM, us.ibm.com wrote:

is writing a report for the Center on Category Management. She is in touch with a leading global ert, Jonathan O'Brien, on the topic. He'll be in DC next month and we are thinking of hosting a small roundtable for some govt and industry leaders to talk with him in an informal setting.

Do you think a topic like the one below would be helpful for Laura and the team?

Thanks





Jonathan O'Brien's "Category Management in Purchasing" has been called "the"the standard work on this topic," "a very sensible, practical guide" and "a book that any serious procurement professional really should have access to." by Spend Matters UK/Europe.

O'Brien's section on public sector category management covers the unique requirements and need for advanced staff capability in successfully using category management in government. Public sector buying leaders must ensure their staff can work adroitly within policy, legislative and regulatory regimes, while also having the commercial sense of commercial category

managers, O'Brien says.

His insights are particularly timely and applicable for the Federal category management initiative led by GSA and OMB. In the <u>Government Reform memorandum</u>, <u>M-17-22</u>, OMB directed agencies to leverage category management in their plans for streamlining mission-support functions.

Please join the Center to discuss with Jonathan O'Brien the key factors and capabilities required for successful category management in government and ways it can be used to achieve the reform and reorganization goals agencies must achieve.

--

Laura J. Stanton
Assistant Commissioner
GSA | FAS | Office of Enterprise Strategy Management
1800 F Street, NW | Washington, DC 20405
703.785.2959

--

Laura J. Stanton
Assistant Commissioner
GSA LFAS | Office of Enterprise Strategy Management
1800 F Street, NW | Washington, DC 20405
703.785.2959

Subject: Re: DATE AND TIME INCLUDED Re: Invitation: Roundtable Discussion on Category

Management

Date: Sun, 26 Nov 2017 13:22:37 +0100

From: (b) (6) (b) (6) (c) us.ibm.com>
To: Laura Stanton - QP < laura.stanton@gsa.gov>

Cc: (b) (6) us.ibm.com>, Steven Krauss - QP

<steve.krauss@gsa.gov>

Message-ID: <OFDDC7C8A4.50168A93-ON002581E4.0043ECD6-

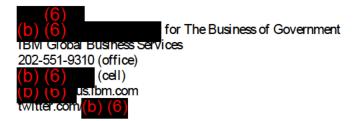
C12581E4.0043FD27@notes.na.collabserv.com>

MD5: 6bf58b922c8ff0d918b38b271b8896ff

This is great, thanks Laura. As long as you have the space in the room, we are good to go!

Best,





From: Laura Stanton - QP < laura.stanton@gsa.gov>

To: (b) (6) (b) (6) (b) (6) us.ibm.com>

Cc: (b) (6) us.ibm.com>, Steven Krauss - QP <steve.krauss@gsa.gov>

Date: 11/22/2017 06:54 PM

Subject: Re: DATE AND TIME INCLUDED Re: Invitation: Roundtable Discussion on Category Management



I have a few more attendees to the roundtable on 12/6.

Judith Zawatsky--FAS Chief of Staff
Kay Ely--Assistant Commissioner for the IT Category
Bill Zielinski--IT Category Manager
Jamey Collins--Project lead for the Federal Marketplace project.

We're also inviting Richard Lombardi from the Air Force since they have moved out on category management.

I hope I'm not adding too many people.

Laura J. Stanton
Assistant Commissioner
GSA | FAS | Office of Enterprise Strategy Management
1800 F Street, NW | Washington, DC 20405
703.785.2959

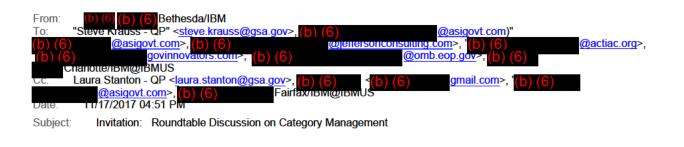
On Fri, Nov 17, 2017 at 5:14 PM, (b) (6) (b) (6) (b) (6) us.ibm.com wrote:

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Best regards,



Subject: IBM Voice of The Client Interview Invitation

Fri, 24 Nov 2017 16:15:58 +0000 Date: <(b) (6) us.ibm.com> From:

To:

Cc: @us.ibm.com>

us.ibm.com>,

us.ibm.com>

09C6C3E6.2336763D-Message-ID:

ON002581E2.0055A5DC-002581E2.00595A3E@notes.na.collabserv.com>

MD5: 18a508e0d004bd70fe09218a4cb7841c

Dear Ms. Stanton,

I would like to introduce you to (6) , one of our Executives leading our "Voice of the Client" Program. This is a program which enables us to have an Executive, outside our account team, speak with you about IBM and your program.

This initiative is crucial for IBM to hear from of our most important clients to have a good understanding of how both existing and potential clients view IBM in the marketplace. The conversation is also a way for us to further understand what challenges clients are facing and potential disruptions in the marketplace. On a quarterly basis, we aggregate all client data, so that we can make improvements and/or provide additional innovations and thought leadership.

We would like to plan for an hour of your time, at your convenience, for (b) (6) to come meet with you. May I have a few available dates and times that work for you, so that I can schedule this meeting?

Thank you, and we sincerely look forward to speaking with you.

vice ∨orce of The Client IBM Global Business Services Senior Consultant Mobile:

E-mail:

Subject: Updated invitation: Briefing on IBM Watson for Data Analytics @ Wed Jun 27, 2018 9am

- 10am (EDT) (laura.stanton@gsa.gov)

Tue, 19 Jun 2018 18:19:29 +0000 Date:

From: Suzanne Winnard - M1V < suzanne.winnard@gsa.gov>

laura.stanton@gsa.gov, virginia.huth@gsa.gov, william.spencer@gsa.gov, To:

daniel.briest@gsa.gov, vladlen.zvenyach@gsa.gov, jeffrey.koses@gsa.gov,

kay.ely@gsa.gov, nicholas.west@gsa.gov, jamey.collins@gsa.gov,

crystal.philcox@gsa.gov, (b) (6) @us.ibm.com larhonda.erby@gsa.gov, pamela.roller@gsa.gov

Cc: <000000000001c0e48056f02b994@google.com> Message-ID:

1f6e6280b3db57e04246be133243bee3 MD5:

Attachments: invite.ics

This event has been changed.

more details »

Briefing on IBM Watson for Data Analytics

The contractor requested that this meeting be rescheduled, to either June 27 or June 28. June 28 does not work for Jeff Koses. Based on calendars, it looks like June 27 works for most of you.

Please call LaRhonda Erby-Spriggs at either (Phone) (202) 501-0692 or when you arrive at GSA Headquarters, for an escort to the conference room.

From Virginia Huth's email message:

"Dear colleagues,

Who

A contact at IBM has reached out with an invitation to brief GSA on the capabilities of IBM Watson for data analytics through artificial intelligence. We are thinking of applications to BIC/SUM, Category Management, our Dashboard. MV is interested.

I understand some of you may already have had a briefing on this, but I thought I would include you just in case you want another bite.

Please let me and Suzanne know if you are interested, and then Suzanne Winnard will look into scheduling this."

When Wed Jun 27, 2018 9am - 10am Eastern Time

Where Changed: GSA Headquarters, 1800 F St., NW, Washington, DC, Room 2232 and Call in:

Calendar laura.stanton@gsa.gov

organizer suzanne.winnard@gsa. **CMOOX** gov - creator **CMCOX** virginia.huth@gsa.gov william.spencer@gsa.g **CMCOX** ΟV **COOOX** daniel.briest@gsa.gov **CANCOX** laura.stanton@gsa.gov

CANCOX

william.zielinski@gsa.g **CMOOX** ΟV vladlen.zvenyach@gsa.

jeffrey.koses@gsa.gov -

COOOX

aov **CANCOX**

kay.ely@gsa.gov **CMCOX** nicholas.west@gsa.gov

OMDOX .	jamey.collins@gsa.gov
awax	crystal.philcox@gsa.go v
awax	(b) (6) @us.ibm.com
awax	larhonda.erby@gsa.gov - optional
OMDOX .	joshua.dajani@gsa.gov - optional
OMDOX .	pamela.roller@gsa.gov - optional

Going? Yes - Maybe - No more options »

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Subject: Public Meeting on Commercial Platform Mon, 18 Dec 2017 13:50:16 -0500 Date:

Laura Stanton - QP < laura.stanton@gsa.gov> From:

To:

"(b) (6) us.ibm.com>
<CALgG=hugqJaGpkTKn-+cmv3dchcrfQH4g87W8rYvSm--URwH7g@mail.gmail.com> Message-ID:

d99a8215ca123168d4ca50b34f47fe36 MD5:



I'm reaching out to you as IBM owns Emptoris and is beginning a partnership with SAP Ariba. I thought you might be interested in the work that we are doing to implement Section 846 of the NDAA, Commercial Platforms.

I'm sharing the Federal Register notice with the information on how to join the public meeting on January 9 to discuss commercial platforms, NDAA Section 846. There are instructions on how to register, offer written comments, and indicate that you would like to be on a panel.

https://www.federalregister.gov/documents/2017/12/15/2017-26964/procurement-through-<u>commercial-e-commerce-portals</u>

Thanks. Laura

Laura J. Stanton **Assistant Commissioner** GSA | FAS | Office of Enterprise Strategy Management 1800 F Street, NW | Washington, DC 20405 703.785.2959

Subject: CHANGE IN VENUE: Category Management Roundtable

Date: Wed, 06 Dec 2017 20:49:28 +0000

From: laura.stanton@gsa.gov

To: stacy.riggs@gsa.gov, steve.krauss@gsa.gov, (b) (6) us.ibm.com,

@govinnovators.com, (b) (6) @actiac.org, kay.ely@gsa.gov, (b) (6) @asigovt.com, (b) (6) gmail.com,

aburman@jeffersonconsulting.com, william.zielinski@gsa.gov, laura.stanton@gsa.gov

Message-ID: <089e082bf0886f8994055fb21610@google.com>

MD5: 1863e61cb68fdc1ba8d475dc12a2dede

We will meet at Greenberry's coffee shop on the E Street side of the GSA building. Thanks!

Category Management Roundtable

How best to implement Category Management across Federal agencies is the subject of a forthcoming IBM Center for The Business of Government report (see third entry at http://www.businessofgovernment.org/content/forthcoming-research-reports). To provide additional context around this important subject, the Center is collaborating with the GSA Category Management Program Management Office to host a small Roundtable discussion with Jonathan O'Brien, who is a leading global expert this field. We would most welcome your joining this session, which will be held on Dec 6 at 4-5:30 PM at GSA HQ on 1800 F St (Room TBD).

Jonathan O'Brien's "Category Management in Purchasing" has been called "the standard work on this topic," "a very sensible, practical guide" and "a book that any serious procurement professional really should have access to" by Spend Matters UK/Europe.

O'Brien's section on public sector category management covers the unique requirements and need for advanced staff capability in successfully using category management in government. Public sector buying leaders must ensure their staff can work adroitly within policy, legislative and regulatory regimes, while also having the commercial sense of commercial category managers, O'Brien says. His insights are particularly timely and applicable for the Federal category management initiative.

We hope that you can join the Center at GSA to discuss with Jonathan O'Brien the key factors and capabilities required for successful category management in government, and ways it can be used to achieve agency reform goals.

 When
 Wed Dec 6, 2017 4pm – 5:30pm Eastern Time

 Where
 GSA -- 1800 F St, Room 6213 (map)

 Who
 (b) (6) (b) (6) Bethesda/IBM

laura.stanton@gsa.gov **awax** creator awax @actiac.org 6) @jeffersoncon awax ulting.com kay.ely@gsa.gov awax gmail.c **awax** awax stacy.riggs@gsa.gov awax steve.krauss@gsa.gov @asigovt. **awax** william.zielinski@gsa.g awax @govinnovators.co **awax**

Subject: Invitation: Update on IBM Procurement Transformation/Ariba Overview @ Tue Mar 27,

2018 4pm - 5pm (EDT) (laura.stanton@gsa.gov)

Date: Thu, 15 Mar 2018 13:04:35 +0000

From: Vladlen Zvenyach - QN <vladlen.zvenyach@gsa.gov>
To: laura.stanton@gsa.gov, (b) (6) us.ibm.com
Message-ID: <001a11359ab0281c050567732225@google.com>

MD5: 0e7c2a931134e364c0f06040b911720e

Attachments: invite.ics

more details »

Update on IBM Procurement Transformation/Ariba Overview

When Tue Mar 27, 2018 4pm – 5pm Eastern Time

Where 4341 (<u>map</u>)

Calendar laura.stanton@gsa.gov

Who vladlen.zvenyach@gsa.

gov - organizer

OMOOX pamela.roller@gsa.gov

- creator

OMOX (b) (6) us.ibm

.com

OMDOX laura.stanton@gsa.gov

Going? Yes - Maybe - No more options »

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Subject: Re: Public Meeting on Commercial Platform

Date: Tue, 19 Dec 2017 13:48:37 -0500

Message-ID: <OFE91E52F7.29DA3B38-

ON002581FB.00674399-852581FB.0067545F@notes.na.collabserv.com>

MD5: 456cf24b9bbafab15df884fec2e9f76e

Laura,

Thank you so much for giving us the heads up. We definitely want to participate. Happy Holidays,

(b) (6)

TBM US Federal Client Executive GSA

(b) (6) us.ibm.com

703-608-1827

From: (b) (6) Gaithersburg/IBM

To: Laura Stanton - QP < laura.stanton@gsa.gov>

Cc: (b) (6) Bethesda/IBM@Lotus

Date: 12/19/2017 01:30 PM

Subject: Re: Public Meeting on Commercial Platform

Hi Laura,

Thanks for sharing. I am copying (b) (6) on your note so that we make sure that the right person is available to participate in the Jan 9th meeting.

Happy Holidays,

(b) (6)

Regards,

Mobile (b) (6)
E-mail: (b) (6) us.ibm.com
Find me on: in and within IBM on: \$\\$



From: Laura Stanton - QP < laura.stanton@gsa.gov>

To: '(b) (6) Gaithersburg/IBM" (b) (6) us.ibm.com>

Date: 12/18/2017 01:50 PM

Subject: Public Meeting on Commercial Platform

Hi (b) (6)

I'm reaching out to you as IBM owns Emptoris and is beginning a partnership with SAP Ariba. I thought you might be interested in the work that we are doing to implement Section 846 of the NDAA, Commercial Platforms.

I'm sharing the Federal Register notice with the information on how to join the public meeting on January 9 to discuss commercial platforms, NDAA Section 846. There are instructions on how to register, offer written comments, and indicate that you would like to be on a panel.

 $\frac{https://www.federalregister.gov/documents/2017/12/15/2017-26964/procurement-through-commercial-e-commerce-portals}{}$

Thanks, Laura

Laura J. Stanton Assistant Commissioner GSA | FAS | Office of Enterprise Strategy Management 1800 F Street, NW | Washington, DC 20405 703.785.2959

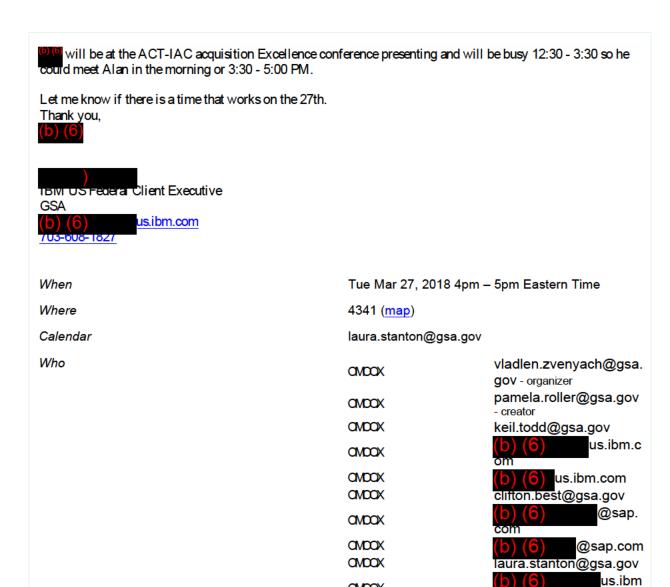
Fri, 23 Mar 2018 16:11:48 +0000 Date: Pam Roller - QD2AB <pamela.roller@gsa.gov> From: laura.stanton@gsa.gov, keil.todd@gsa.gov, (b) (6) To: us.ibm.com, us.ibm.com, vladlen.zvenyach@gsa.gov, clifton.best@gsa.gov, (b) (6) @sap.com, (b) (6) @sap.com <001a114td42071abbd056816ae50@google.com> @sap.com, (b) (6 us.ibm.com Message-ID: Ofb1de6402083b03b14e38b258246346 MD5: Attachments: invite.ics This event has been changed. more details » Update on IBM Procurement Transformation/Ariba Overview Hi Pam. Alan has asked that you schedule time for Dave to meet with for the SAP Ariba presentation/demo mentioned in the original email below. I am not sure if they will need a full two hours, so feel free to confer with Dave on what he thinks. Alan doesn't need to be part of this meeting but he'd like to know when it is scheduled. Thanks! Best, Alex -- Forwarded message ---From: Alexandra Mobeka - Q-C <alexandra.mobeka@gsa.gov> Date: Tue, Mar 13, 2018 at 12:15 PM Subject: Fwd: Follow-up to our meeting with Alan Thomas on Friday March 9th To: Alan Thomas - Q <alan.thomas@gsa.gov>, Vladlen Zvenyach - QN <<u>vladlen.zvenyach@gsa.gov</u>> Cc: Judith Zawatsky - Q0A < judith.zawatsky@gsa.gov> Hi Alan and Dave, Please let me know if you are interested in meeting with IBM's VP of Procurement, follow-up to last Friday's meeting with IBM/Ariba. Best, Alex - Forwarded message us.ibm.com> Subject: Follow-up to our meeting with Alan Thomas on Friday March 9th To: Alexandra Mobeka - Q-C <alexandra.mobeka@gsa.gov> Alexandra, Thank you again for everything you did to help with the meeting yesterday. It went very well. The to-do I had is to set up some time with Alan and Dave to have a meeting with (6) the IBM VP of Procurement. He will be in town on March 27th. Alan would like to have a meeting with him and an SAP Ariba presentation/Demo, This meeting would need to be at least an hour and an hour and a half would be

Updated invitation: Update on IBM Procurement Transformation/Ariba Overview @ Tue

Mar 27, 2018 4pm - 5pm (EDT) (laura.stanton@gsa.gov)

Subject:

preferable or 2 hours.



Invitation from Google Calendar

Going? Yes - Maybe - No more options »

Attachments

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awoox

Bio 2017.doc

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Accepted: IBM Discussion w/ (b) (6) Thu, 15 Mar 2018 14:28:11 +0000 Subject: Date:

From: (b) (6) laura.stanton@gsa.gov @ibm.com>

To:

Message-ID: <OF5645E957.C0DF30FF-ON00258251.004F7C05@notes.na.collabserv.com>

27f499e1e039630154cabdaffa598026 MD5:

Mar 27, 2018 4pm - 5pm (EDT) (laura.stanton@gsa.gov) Date: Thu, 15 Mar 2018 21:24:07 +0000 From: Pam Roller - QD2AB <pamela.roller@gsa.gov> laura.stanton@gsa.gov, keil.todd@gsa.gov, (b) (6) To: us.ibm.com, clifton.best@gsa.gov, (b) (6) @us.ibm.com, vladlen.zvenyach@gsa.gov, (b) (6) us.ibm.com <001a114499c4a3a49005677a1c62@google.com> Message-ID: ae95a125792bc4eb24a5fa46fdc0fbe9 **MD5**: Attachments: invite.ics This event has been changed. more details » **Update on IBM Procurement Transformation/Ariba Overview** Changed: Hi Pam, Alan has asked that you schedule time for Dave to meet with [0] (b) (6) for the SAP Ariba presentation/demo mentioned in the original email below. I am not sure if they will need a full two hours, so feel free to confer with Dave on what he thinks. Alan doesn't need to be part of this meeting but he'd like to know when it is scheduled. Thanks! Best. Alex ----- Forwarded message ------From: Alexandra Mobeka - Q-C <alexandra.mobeka@gsa.gov> Date: Tue, Mar 13, 2018 at 12:15 PM Subject: Fwd: Follow-up to our meeting with Alan Thomas on Friday March 9th To: Alan Thomas - Q alan.thomas@gsa.gov">, Vladlen Zvenyach - QN <<u>vladlen.zvenyach@gsa.gov</u>> Cc: Judith Zawatsky - Q0A < judith.zawatsky@gsa.gov > Hi Alan and Dave, Please let me know if you are interested in meeting with IBM's VP of Procurement, [6] (6) follow-up to last Friday's meeting with IBM/Ariba. Best. Alex --- Forwarded message -From: (b) (6) us.ibm.com> Date: Sat, Mar 10, 2018 at 1:07 PM Subject: Follow-up to our meeting with Alan Thomas on Friday March 9th To: Alexandra Mobeka - Q-C <alexandra.mobeka@gsa.gov> Alexandra. Thank you again for everything you did to help with the meeting yesterday. It went very well. The to-do I had is to set up some time with Alan and Dave to have a meeting with (b) (6) the IBM VP of Procurement. He will be in town on March 27th. Alan would like to have a meeting with him and an SAP

Updated invitation: Update on IBM Procurement Transformation/Ariba Overview @ Tue

Subject:

Ariba presentation/Demo, This meeting would need to be at least an hour and an hour and a half would be preferable or 2 hours.

will be at the ACT-IAC acquisition Excellence conference presenting and will be busy 12:30 - 3:30 so he could meet Alan in the morning or 3:30 - 5:00 PM.

Let me know if there is a time that works on the 27th. Thank you,

(b) (6)

TBIVI US Federal Client Executive GSA

(b) (6) us.ibm.com

When Tue Mar 27, 2018 4pm – 5pm Eastern Time

Where 4341 (map)

Calendar laura.stanton@gsa.gov

Who vladlen.zvenyach@gsa.

gov - organizer

OMOOX pamela.roller@gsa.gov

- creator

OMOX keil.todd@gsa.gov
OMOX laura.stanton@gsa.gov
(b) (6) us.ibm

CMDCX .com

CMCCX clifton.best@gsa.gov
CMCCX (b) (6)@us.ibm.com
CMCCX (b) (b) us.ibm.com

Going? Yes - Maybe - No more options »

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Forwarding this invitation could allow any recipient to modify your RSVP response. <u>Learn More</u>.

Fri, 23 Mar 2018 12:46:35 +0000 Date: Pam Roller - QD2AB <pamela.roller@gsa.gov> From: laura.stanton@gsa.gov, (b) (6) @sap.com, (b) (6) @sap.com, (b) (6) @us.ibm.com, clifton.best@gsa.gov, (b) (6) us.ibm.com, (b) (6) us.ibm.com, keil.todd@gsa.gov, vladlen.zvenyach@gsa.gov To: @sap.com, (D) (G) us.ibm.com, keil.todd@gsa.gov, via <001a114dca9a880855056813d098@google.com> Message-ID: fbf9d5806a872a127f69deb9abb028be MD5: Attachments: invite.ics This event has been changed. more details » Update on IBM Procurement Transformation/Ariba Overview Changed: Hi Pam. Alan has asked that you schedule time for Dave to meet with for the SAP Ariba If they will need a full two presentation/demo mentioned in the original email below. I am not sure hours, so feel free to confer with Dave on what he thinks. Alan doesn't need to be part of this meeting but he'd like to know when it is scheduled. Thanks! Best, Alex -- Forwarded message ---From: Alexandra Mobeka - Q-C <alexandra.mobeka@gsa.gov> Date: Tue, Mar 13, 2018 at 12:15 PM Subject: Fwd: Follow-up to our meeting with Alan Thomas on Friday March 9th To: Alan Thomas - Q <alan.thomas@gsa.gov>, Vladlen Zvenyach - QN <<u>vladlen.zvenyach@gsa.gov</u>> Cc: Judith Zawatsky - Q0A < judith.zawatsky@gsa.gov> Hi Alan and Dave, Please let me know if you are interested in meeting with IBM's VP of Procurement, follow-up to last Friday's meeting with IBM/Ariba. Best, Alex - Forwarded message -From: (b) (6) (b) (6) Date: Sat, Mar 10, 2018 at 1:07 R us.ibm.com> Subject: Follow-up to our meeting with Alan Thomas on Friday March 9th To: Alexandra Mobeka - Q-C <alexandra.mobeka@gsa.gov> Alexandra, Thank you again for everything you did to help with the meeting yesterday. It went very well. The to-do I (6) the IBM VP of had is to set up some time with Alan and Dave to have a meeting with Procurement. He will be in town on March 27th. Alan would like to have a meeting with him and an SAP Ariba presentation/Demo, This meeting would need to be at least an hour and an hour and a half would be

Updated invitation: Update on IBM Procurement Transformation/Ariba Overview @ Tue

Mar 27, 2018 4pm - 5pm (EDT) (laura.stanton@gsa.gov)

Subject:

preferable or 2 hours.

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Let me know if there is a time that works on the 27th. Thank you,

(b)(6)



(b) (6) us.ibm.com

When Tue Mar 27, 2018 4pm – 5pm Eastern Time

Where 4341 (map)

Calendar laura.stanton@gsa.gov

Who vladlen.zvenyach@gsa.

gov - organizer

OMDOX pamela.roller@gsa.gov

CMCCX - creator (b) (6)

OMOX
(b) (6) @sap.com
benjamin.snyder@sap.

COM

CMCOX

CMCOX

Clitton.best@gsa.gov

CMCOX

CMC

OMOOX (b) (b) us.ibm

CMCCX keil.todd@gsa.gov

Going? Yes - Maybe - No more options »

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Subject: Re: GSA Cognitive Category Management pilot approach

Date: Tue, 22 Aug 2017 07:48:25 -0400

From: Laura Stanton - QP < laura.stanton@gsa.gov>
To: @us.ibm.com>

Cc: (b) (b) (c) us.ibm.com>, (b) (6) (c) us.ibm.com>

Message-ID: <CALgG=ht0KH8ms7p1arDPHPxwAXvugc+aB3_H-6u44Ln5Togw4w@mail.gmail.com>

MD5: 8064aaf92fe870d4eb4201ac297d71f2



I appreciate all of your forbearance in taking time to view the eclipse. Perhaps I'll be more organized by 2024 and buy a pair of glasses.

Meanwhile, thank you for the information and background. I am continuing to seek ways that the government can maximize its investment in category management.

Best, Laura

Laura J. Stanton Assistant Commissioner GSA | FAS | Office of Enterprise Strategy Management 703.785-2959 On Tue, Aug 22, 2017 at 6:24 AM, (b) (6) @us.ibm.com> wrote:

Laura -

It was great talking with you yesterday. Understand we have another total eclipse approaching in 2024, so you may want to ramp up production on the homemade cereal box model to viewing.

As we discussed, below is the Cognitive Category Management white paper and GSA Cognitive Category Management pilot approach we discussed with Steve last December. In the pilot approach slides, I outlined a five-year roadmap to develop a solid foundation and deliver the savings.

As we brainstormed, our approach would start with targeted POCs with sub-categories to demonstrate the value with a long-term agreement that provides flexibility for the longer term transformation. The partner you would consider in this venture should have the following qualities or criteria:

Proven category expertise in a Commercial and Federal setting

Proven cognitive procurement/category management tools

Proven implementation and transformational experience in delivering category management savings in both a Commercial and Federal environment

Large scale technology integration

Federal cloud-based capability

(See attached file: 022717 Cognitive Category Management to save \$340 Billion.pdf)(See attached file: 120916 GSA cognitive category mgmt pilot v3.pdf)

Appreciate any comments or feedback.

If you have any questions, please do not hesitate to reach out. My cell phone number is below.

thanks -

(D) (O) & Partner
Public Services Supply Chain Lead and Ohio Senior State Executive IBM Global Business Services
(704) 904-4657

(b) (6) @us.ibm.com

Follow on Twitter: https://twitter.com/ (6)

ASSISTANT: (b) (6)
Email: (b) (6) @us.ibm.com
Phone: 847-805-2323

Subject: Touch base and introduction of our teaming partner - Artlin

Date: Wed, 27 Sep 2017 14:58:13 -0400

From: "(b) (6) us.ibm.com>
To: "Laura Stanton" <|aura.stanton@gsa.gov>

Cc: (b) (6) (6) (artlinconsulting.com>, "(b) (6)

us.ibm.com>

Message-ID: <OFB2B73947.26AE09F4-

ON852581A8.00655AAB-852581A8.00683531@notes.na.collabserv.com>

MD5: 58fb0b2ea483e79f20dbe07be8b3e2c9

Hi Laura,

Hope you are doing well. In our last meeting, you had mentioned the idea of using Industrial products category as a potential area for testing out a cognitive category management pilot. Have you given it further thought?

I would also like to set up some time to catch up and introduce our GSA protege (b) (5). IBM is a sub to (b) (5) on the Category Management BPA.

Do you have some time in October to meet and catch up?

Thank you very much.



Regards,

(b) (6)
Business Services
Industry Account Manager, General Services Administration

Federal Civilian Agencies, US Federal

Mobile: (b) (6)
E-mail: (b) (6) us.ibm.com
Find me on: and within IBM on: \$\sqrt{1}\$

6710 Rockledge Drive Bethesda, MD 20817 United States Subject: Re: Cognitive Category Management Date: Wed, 26 Jul 2017 10:21:36 -0400

From: (b) (6) (6) us.ibm.com>
To: Laura Stanton - QP < laura.stanton@gsa.gov>

Cc: (b) (6) us.ibm.com>, (b) (6)

@us.ibm.com>, Yolanda Sullivan - QP <yolanda.sullivan@gsa.gov>

Message-ID: <OF8F6473D0.A288A7F9-

ON00258169.004DAB2A-85258169.004EE1CE@notes.na.collabserv.com>

MD5: 3ea7ba0e9d9f03aec2be07c0d530edb8

Laura,

No problem.

Yolanda,

Here are times and days that work for (b) (6) and I the week of August 21st. We can not make a meeting week of August 14th.

Mon August 21st 2:00 - 5:00 PM Wed August 23rd 9:00 - 5:00 PM Thur August 24th 9:00 - 4:00 PM.

Thank you,

(b) (6)

TBM US Federal Client Executive GSA

(b) (6) us.ibm.com

From: Laura Stanton - QP quarker-stanton@gsa.gov

<yolanda.sullivan@gsa.gov>
Date: 07/26/2017 08:56 AM

Subject: Re: Cognitive Category Managment

Hi <mark>(b) (6</mark>)

Sorry for the delay. Things have been busy here and I've gotten a bit behind. This week and next week are a bit crazy. I've looped in Yolanda Sullivan to find some time on the week of 8/14 if that works for your team.

Thanks, Laura

Laura J. Stanton Assistant Commissioner GSA | FAS | Office of Enterprise Strategy Management 703.785-2959

2 week program of CLP certified acquisition webinars, designed to help you get the most from the <u>Acquisition Gateway!</u>
Register <u>here</u>, Questions? Email <u>gateway communications@gsa.gov!</u>

On Mon, Jul 10, 2017 at 2:28 PM, (b) (6) (b) (6) us.ibm.com wrote: Laura,

I hope you had a nice weekend. It has been a while since we last met and a lot has happened at GSA and with OMB. Do you have time next week or the following week to catch up around the government category management initiative?

Thank you,



IBIVI US Federal Client Executive GSA

(b) (6) us.ibm.com

Subject: Re: IBM Workshop on Blockchain Date: Wed, 7 Jun 2017 11:32:11 -0400

From: Ioana Munteanu - Q <ioana.munteanu@gsa.gov> To: Richard Blake - QT3 <richard.blake@gsa.gov>

"mary.davie@gsa.gov" <mary.davie@gsa.gov>, "andrew.vanjani@gsa.gov" Cc:

<andrew.vanjani@gsa.gov>, '(b) (6) us.ibm.com" <(b) (6) us.ibm.com>,
"judith.zawatsky@gsa.gov" <judith.zawatsky@gsa.gov>, "kevin.page@gsa.gov" 'kevin.page@gsa.gov"

us.ibm.com" < (b) (6)

iose.arrieta@gsa.gov>, "kay.ely@gsa.gov" <kay.ely@gsa.gov>,

"robert.noonan@gsa.gov" <robert.noonan@gsa.gov>, "laura.stanton@gsa.gov" <laura.stanton@gsa.gov>, (b) (6) @us.ibm.com" (b) (6) @us.ibm.com>, "pam.mines@gsa.gov" <pam.mines@gsa.gov, "april.kestyn@gsa.gov"

<april.kestyn@gsa.gov>

Message-ID: <CAO2TSBFkD1dHSH3F4ZJjB_S+sBggXAFxA1V=WwVGtsa4f5HbiQ@mail.gmail.com>

MD5: 1484428c00d48575d04aa40e40c7676b

Hello, Thanks for your note. Andrew V. is helping me set up the virtual side.

Thanks. Ioana

Ioana Munteanu Executive Officer, FAS Deputy Commissioner, GSA

Phone: 202-710-5269 Ioana.Munteanu@gsa.gov

If you want to know more about the appropriate use of acronyms follow the link below: https://www.scribendi.com/advice/the correct use of acronyms.en.html

On Mon, Jun 5, 2017 at 9:18 PM, Richard Blake - QT3 < richard.blake@gsa.gov > wrote: I will be on the other coast on this date. Sorry. Can I virtual in?

Richard J Blake **Deputy Assistant Commissioner US General Services Administration** Office of Systems Management richard.blake@gsa.gov 858.210.9077

Sent from my iPhone Please excuse brevity and typos

> On Jun 5, 2017, at 12:48 PM, Ioana Munteanu - Q < ioana.munteanu@gsa.gov > wrote:

> You have been invited to the following event.

> Title: IBM Workshop on Blockchain

> Agenda: TBD by IBM

> When: Mon Jun 12, 2017 1pm – 3pm Eastern Time

> Where: Hamilton Square building > Calendar: richard.blake@gsa.gov

> Who:

- * <u>ioana.munteanu@gsa.gov</u> organizer
- * mary.davie@gsa.gov
- * richard.blake@gsa.gov
- * andrew.vanjani@gsa.gov
- * (b) (6) us.ibm.com
- judith.zawatsky@gsa.gov
- * kevin.page@gsa.gov

```
* john.felleman@gsa.gov
                        us.ibm.com
>
>
      jose.arrieta@gsa.gov
    * kay.ely@gsa.gov
>
    * robert.noonan@gsa.gov
>
    * <u>laura.stanton@gsa.gov</u>
>
    * (b) (6) @us.ibm.com
* pam.mines@gsa.gov
>
>
    * april.kestyn@gsa.gov
>
> Event details:
```

(b) (5)

- > Invitation from Google Calendar: <u>https://www.google.com/calendar/</u>
- > You are receiving this email at the account <u>richard.blake@gsa.gov</u> because
- > you are subscribed for invitations on calendar <u>richard.blake@gsa.gov</u>.
- >
- > To stop receiving these emails, please log in to
 > https://www.google.com/calendar/ and change your notification settings for
- > this calendar.
- > Forwarding this invitation could allow any recipient to modify your RSVP
- > response. Learn more at
- >(b) (5)
- > <meeting.ics>

Subject: Invitation: Cognitive Category Management @ Mon Aug 21, 2017 2pm - 3pm (EDT)

(tim.wood@us.ibm.com)

Tue, 01 Aug 2017 10:39:07 +0000 Date:

laura.stanton@gsa.gov From:

(b) (6) @us.ibm.com, (b) (6) us.ibm.com, (b) (6) <001a114a9b4ecc7bf20555aec168@google.com> us.ibm.com To:

Message-ID:

431e267d0f6a4969c3f4d4dc6b826567 MD5:

Attachments: invite.ics

more details »

Cognitive Category Management

ment category management initiative discussion



When Mon Aug 21, 2017 2pm - 3pm Eastern Time

Where Room 6342A (map)

(b) (6) @us.ibm.com Calendar

Who laura.stanton@gsa.gov **awax**

organizer

yolanda.sullivan@gsa.g **awax**

OV - creator

awax us.ibm.com

us.ibm awax

awax @us.ibm.com

Going? Yes - Maybe - No more options »

Invitation from Google Calendar

You are receiving this courtesy email at the account (6) @us.ibm.com because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at https://www.google.com/calendar/ and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. Learn More.

Subject: Updated Invitation: IBM Workshop on Blockchain @ Mon Jun 12, 2017 1pm - 3pm

(laura.stanton@gsa.gov)

Mon, 12 Jun 2017 16:11:25 +0000 Date:

From: Ioana Munteanu - Q <ioana.munteanu@gsa.gov>

laura.stanton@gsa.gov, judith.zawatsky@gsa.gov, jose.arrieta@gsa.gov, To:

john.felleman@gsa.gov, audrea.white@gsa.gov, (b) (6) us.ibm.com,

fiskm@us.ibm.com, heidi.mcfall@gsa.gov, richard.blake@gsa.gov, pam.mines@gsa.gov, robert.noonan@gsa.gov, kevin.page@gsa.gov, andrew.vanjani@gsa.gov,

april.kestyn@gsa.gov, brian.miguel@gsa.gov, clifton.best@gsa.gov,

us.ibm.com

(b) (6) us.ibm.com <001a114fbd3823fb2d0551c592f4@google.com> Message-ID:

5c164edddad27e3070235385bed52dbf MD5:

Attachments: invite.ics

This event has been changed.

more details »

IBM Workshop on Blockchain

Changed: The address is

IBM Center for Cognitive Government

Hamilton Square

2nd Floor

600 14th St. NW Washington, DC

People should come to the 2nd floor to the receptionist desk where we will have badges waiting for them.

When Mon Jun 12, 2017 1pm - 3pm Eastern Time

Where Hamilton Square building (600 14th St NW

Washington, D.C. 20005)

16 (map)

Calendar laura.stanton@gsa.gov

Who ioana.munteanu@gsa.g **CANCOX** OV - organizer

> judith.zawatsky@gsa.g **CMOOX** οv **CONT** jose.arrieta@gsa.gov **CANDOX** kay.ely@gsa.gov **CANDOX** john.felleman@gsa.gov CMCCX audrea.white@gsa.gov (b) (6) us.ibm.com beth.folz@gsa.gov awax CANCOX awax o) (6) @us.ibm.com **CANCOX** mary.davie@gsa.gov

> **CANDOX** heidi.mcfall@gsa.gov richard.blake@gsa.gov **CMOOX** CMCCX pam.mines@gsa.gov **CMCOX** laura.stanton@gsa.gov robert.noonan@gsa.go

CANCOX

<u>ambax</u>	kevin.page@gsa.gov
OMDOX.	andrew.vanjani@gsa.g ov
OMDOX .	april.kestyn@gsa.gov
OMDOX .	brian.miguel@gsa.gov
OMDOX .	clifton.best@gsa.gov
OMDOX .	(b) (6) us.ibm

Going? Yes - Maybe - No more options »

Invitation from Google Calendar
You are receiving this email at the account laura.stanton@gsa.gov because you are subscribed for updated invitations on calendar laura.stanton@gsa.gov.

To stop receiving these emails, please \log in to https://www.google.com/calendar/ and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. Learn More.

Subject: Invitation: IBM Workshop on Blockchain @ Mon Jun 12, 2017 1pm - 3pm

(laura.stanton@gsa.gov)

Mon, 05 Jun 2017 16:48:30 +0000 Date:

From: Ioana Munteanu - Q <ioana.munteanu@gsa.gov>

laura.stanton@gsa.gov, pam.mines@gsa.gov, (6) (6) us.ibm.com, @us.ibm.com, To:

judith.zawatsky@gsa.gov, kay.ely@gsa.gov, jose.arrieta@gsa.gov, andrew.vanjani@gsa.gov, richard.blake@gsa.gov, kevin.page@gsa.gov, john.felleman@gsa.gov, mary.davie@gsa.gov, april.kestyn@gsa.gov,

robert.noonan@gsa.gov, (b) (6) us.ibm.co <001a114db4a8d63d0405513945ee@google.com> us.ibm.com

Message-ID:

15fd09e9aec4b5042d5cf30cc7483e3f

Attachments: invite.ics

more details »

IBM Workshop on Blockchain

Agenda: TBD by IBM

When Mon Jun 12, 2017 1pm - 3pm Eastern Time

Where Hamilton Square building (map)

Calendar laura.stanton@gsa.gov

Who ioana.munteanu@gsa.g awax

OV - organizer

awax pam.mines@gsa.gov (6) us.ibm.com **awax awax** @us.ibm.com

judith.zawatsky@gsa.g awax

ov

awdax kay.ely@gsa.gov awax jose.arrieta@gsa.gov andrew.vanjani@gsa.g **awax**

ΟV

awax richard.blake@gsa.gov awax kevin.page@gsa.gov awax john.felleman@gsa.gov awax mary.davie@gsa.gov awax april.kestyn@gsa.gov robert.noonan@gsa.go **a**MDOX

us.ibm **awax**

awax laura.stanton@gsa.gov

Going? Yes - Maybe - No more options »

Invitation from Google Calendar

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To stop receiving these emails, please log in to https://www.google.com/calendar/ and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. Learn More.

Subject: Re: Thank you for the Gateway Track Work

Sat, 18 Mar 2017 12:45:21 -0400 Date:

From: Andrea Azarcon Heller <andrea.azarcon@gsa.gov>

To: Laura Stanton - QP < laura.stanton@gsa.gov>

Cc: Gaithersburg/IBM" <

g/IBM" < (b) (6) us.ibm.com>, "Klaus, Kitty"
(b) (6) distributedinc.com>, "(b) (6) cgifederal.com>, Bradley Powers

bradley.powers@gsa.gov>

Message-ID: <CAN_1yGpKLpFBjrMMueB5rd-3J909bo+b1RGrCWM-0bsM5Yuc0Q@mail.gmail.com>

MD5: 74753a7b1f16953b4ca091c568966d21

Agreed! It was great to meet all of you and I look forward to working with you through ACT-IAC going forward.

Regards,

Andrea Azarcon Heller

Director of Stakeholder Management Division, Office of Enterprise Strategy Management

Federal Acquisition Service General Services Administration 1800 F Street NW Washington DC 20405

andrea.azarcon@gsa.gov

703-336-3705

On Fri, Mar 17, 2017 at 2:32 PM, Laura Stanton - QP < <u>laura.stanton@gsa.gov</u> > wrote:
Hi everyone,
You all deserve a long round of applause for the time, effort, and commitment that you put in to making our Gateway track a success on March 1. The event was a great way to showcase what the Gateway is and talk about how we want the Gateway to be better in how it meets people's needs. The in each of the track sessions was good and the audience remained engaged throughout the day.
I enjoyed working with each of you and having a chance to know you better and work on a focused project. After a chance to work with you, I'm inspired to work on more events where I can plan and work with industry to better understand a key partner in the government acquisition community.
Thank you again and I look forward to future endeavors together.
Best, Laura
Laura J. Stanton Assistant Commissioner GSA FAS Office of Enterprise Strategy Management 703.785-2959
Visit the Acquisition Gateway

Subject: Invitation: CM Vendor Face2Face: IBM @ Wed Apr 26, 2017 3pm - 4pm

(laura.stanton@gsa.gov)

Date: Wed, 05 Apr 2017 11:17:25 +0000

From: Ben Nall - QD1EA <benjamin.nall@gsa.gov>

To: laura.stanton@gsa.gov, judith.zawatsky@gsa.gov, richard.blake@gsa.gov,

(b) (6) @us.ibm.com, (b) (6) us.ibm.com

Cc: shirley.bowie-dean@gsa.gov

Message-ID: <001a1140fbb0840c23054c6989a0@google.com>

MD5: 3c2bbe888ea4e9c39dc581c4c350c07e

Attachments: invite.ics

more details »

CM Vendor Face2Face: IBM

When Wed Apr 26, 2017 3pm – 4pm Eastern Time

Where 1800 F. St. Room 4342 (map)

Calendar laura.stanton@gsa.gov

Who OMOOX benjamin.nall@gsa.gov

organizer

OMOOX judith.zawatsky@gsa.g

OV

OMOX richard.blake@gsa.gov
OMOX (b) (6) @us.ibm.com
laura.stanton@gsa.gov
OMOX (b) (6) us.ibm

.com

CMCCX shirley.bowie-

dean@gsa.gov - optional

Going? Yes - Maybe - No more options »

Invitation from Google Calendar

You are receiving this email at the account laura.stanton@gsa.gov because you are subscribed for invitations on calendar laura.stanton@gsa.gov.

To stop receiving these emails, please log in to https://www.google.com/calendar/ and change your notification settings for this calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. <u>Learn More</u>.

Subject: Re: Some of my thoughts for future enhancents of the Gateway

Date: Sun, 26 Mar 2017 16:43:28 -0400

From: Laura Stanton - QP < laura.stanton@gsa.gov>
To: Brad Powers - QP0EB < bradley.powers@gsa.gov>

Cc: Andrea Azarcon Heller <andrea.azarcon@gsa.gov>, 6

(b) (6) us.ibm.com>

Message-ID: <CALgG=huQGmQvi5Do+bFBH-YkZFRpnsSgEU=dwOGc3oLCR3iu_g@mail.gmail.com>

MD5: 1dd54f55a5f2f74eac379260d2c7d3e0



I'm a bit slow on my responses right now and am working to catch up.

The metrics as to the value of the Gateway have been a major stumbling block for us. There is the intuition that the Gateway must be able to save people time and money. Time by having already competed SOWs and other information available. Money by helping the acquisition team identify and use already competed contracts. But tracking the differences in someone's behavior from using the Gateway versus what they would have done without the Gateway is a challenging task. Instead, we can theorize that individuals would have had different decisions and outcomes without the Gateway and we have no proof.

The other issue, which I had touched on with the Gateway planning group, is that lack of benchmarks as to what is "good". What is the user behavior that we should expect by being a Gateway user? Do they use it daily, monthly, quarterly? What value do they receive from this tool and how do we understand that value?

Any thoughts you have on this topic are welcome and I will be more on top of my responses in the future.

Thanks, Laura

Laura J. Stanton
Assistant Commissioner
GSA | FAS | Office of Enterprise Strategy Management
703.785-2959

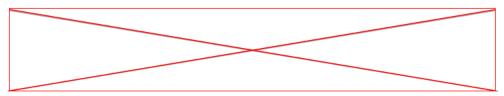
Visit the **Acquisition Gateway**

On Mon, Mar 6, 2017 at 7:02 AM, Andrea Azarcon Heller <andrea.azarcon@gsa.gov> wrote:



I hope you had a good weekend. Thanks for your message.

- 1) Have you given any thought on segmenting the content to target the different personas: namely, the Contracting Officer, IT Purchasing Officer, Program Manager, COR in Program Office, or Industry professional? The reason I say that is most people who access the Gateway come to the site with specific purpose and limited time and knowledge. A "pre-packaged" set of basic offerings targeted towards these personas or some sort of answers to FAQ's could be valuable. This is great feedback!
- 2) If I am a small business, how do I find contracting opportunities set aside for small business. In addition to the Forecast of Contract Opportunities tool in the Gateway, I agree that we need to enhance the Small Business experience in the Gateway.
- 3) Develop (and promote) metrics on how the Acquisition Gateway is supporting the government-wide Category Management initiative. As CM matures as a discipline, it will be a good idea to show how the Gateway supports CM. One example is how using the Gateway reduces the procurement administrative lead time (PALT). Laura/Brad - thoughts?
- 4) Would you consider extending Gateway University training to Industry? (b) (6) showed us how she uses the Gateway at HPE. Industry would benefit from learning about the different analytical tools on the Gateway.
 - Yes. Please provide your schedule for the coming weeks, and I will set up time with the appropriate GSA folks to discuss.



Donate here! Questions? Email gateway_content@gsa.gov.

Regards, Andrea Azarcon Heller

Director of Stakeholder Management Division, Office of Enterprise Strategy Management

Federal Acquisition Service General Services Administration 1800 F Street NW Washington DC 20405

andrea.azarcon@gsa.gov 703-336-3705 Subject: Re: Take-aways from the Gateway co-creation session at the 3/1 ACT-IAC event

Date: Tue, 4 Apr 2017 10:32:07 -0400

From: (b) (6) us.ibm.com>
To: Andrea Azarcon Heller <andrea.azarcon@gsa.gov>

(b) (6)kim@gsa.gov>, Laura Stanton - QDA <laura.stanton@gsa.gov>, "(b) (6)

<(b) (6) us.ibm.com> <OF16928165.DB0FCC81-

ON852580F8.004FC69C-852580F8.004FD897@notes.na.collabserv.com>

MD5: 2dafa3eff93dd52143e3aeb72d9dc81e

Hi Andrea,

Message-ID:

Writing on behalf of Vera. She will send you something tonight. She has been insanely busy these past few days.

Thank you.



Regards,



industry Account Manager, General Services Administration

Federal Civilian Agencies, US Federal

Mobile: (b) (6)
E-mail: (b) (6) us.ibm.com
Find me on: in and within IBM on: \$\frac{1}{5}\$



Andrea Azarcon Heller ---04/04/2017 09:11:38 AM---Hi Vera, Hope you're doing well. Following up on the message below re: written

From: Andrea Azarcon Heller <andrea.azarcon@gsa.gov>

To: (b) (6) Arlington/IBM@IBMUS

Gaithersburg/IBM@IBMUS, Laura Stanton - QDA < laura.stanton@gsa.gov>, "Brad Powers"

(10QSAG)"

solution (10QSAG) | Continuo | Con

Date: 04/04/2017 09:11 AM

Subject: Re: Take-aways from the Gateway co-creation session at the 3/1 ACT-IAC event

Hi Vera,

Hope you're doing well. Following up on the message below re: written summary.



Register here. Questions? Email gateway communications@gsa.gov.

Regards,

Andrea Azarcon Heller

Director of Stakeholder Management Division, Office of Enterprise Strategy Management

Federal Acquisition Service General Services Administration

1800 F Street NW

Washington DC 20405

On Tue, Mar 21, 2017 at 8:55 AM, (b) (6) us.ibm.com wrote: Hi Andrea,

Yes. I am in the process of consolidating a summary and will send it to you in a couple of days. Wanted to make sure we got all the information.

Vera Rhoads Sent from my iPhone using IBM Verse

On Mar 21, 2017, 6:55:39 AM, andrea.azarcon@gsa.gov wrote:

From: andrea.azarcon@gsa.gov

To: (b) (6) <u>us.ibm.com</u>

Cc: (b) (b) us.ibm.com, laura.stanton@gsa.gov, bradley.powers@gsa.gov,

daniel.kim@gsa.gov

Date: Mar 21, 2017 6:55:39 AM

Subject: Re: Take-aways from the Gateway co-creation session at the 3/1 ACT-IAC event

Hi Vera,

Thanks for sending access to the Box folder with all the information the groups created. Will you (and/or the facilitators) also send a written summary of what happened and what each group created? Please advise. Thanks.

Support the Acquisition Community. Share what YOU know today!



Start <u>here</u> or email <u>gateway content@gsa.gov!</u>

Regards,

Andrea Azarcon Heller

Director of Stakeholder Management Division, Office of Enterprise Strategy Management

Federal Acquisition Service
General Services Administration
1800 F Street NW
Washington DC 20405
andrea.azarcon@gsa.gov

703-336-3705

On Mon, Mar 20, 2017 at 7:19 A.M., Andrea Azarcon Heller < andrea.azarcon@gsa.gov > wrote: Hi Vera,

I hope you had a good weekend and that this message finds you well. Will you share the notes of each group's results from the co-creation session? Heese advise. Thanks.

Support the Acquisition Community. Share what YOU know today!



Start <u>here</u> or email <u>gateway content@gsa.gov!</u> Regards,

Andrea Azarcon Heller

Director of Stakeholder Management Division, Office of Enterprise Strategy Management

Director of Stakeholder Management
Federal Acquisition Service
General Services Administration
1800 F Street NW
Washington DC 20405
andrea.azarcon@gsa.gov
703-336-3705

This is a long overdue thank you note for taking your time and spending the afternoon at the Category Management event facilitating the Gateway session. I was delighted with the results of our efforts, the high level of engagement the participants had in the session, and the tangible recommendations that the teams developed for the Gateway. Your energy and enthusiasm were key to making this happen.

Overall, the Mach 1 event was a valuable experience for GSA. We were able to learn directly from the users of the Gateway as to what is valuable for them. And we saw in the afternoon that there is a desire to have an end-to-end workforce built into the Gateway. This validates the vision that we have had. We will take those ideas and explore the opportunity to include them in the future development roadmap.

Thank you again for your support and I enjoyed meeting and working with each of you. And if you have anything to donate to the Content Drive below, please take the opportunity to do so.

Laura

Laura J. Stanton
Assistant Commissioner
GSA | FAS | Office of Enterprise Strategy Management
703.785-2959
Visit the Acquisition Gateway





Subject: Re: Thank you for the Gateway Track Work

Date: Fri, 17 Mar 2017 13:58:20 -0500

From: (b) (6) us.ibm.com>
To: Laura Stanton - QP < laura.stanton@gsa.gov>

Message-ID: <OF6B1A8B4C.D7BE6D2B-

ON852580E6.0067FED7-852580E6.006837C6@notes.na.collabserv.com>

MD5: f30e092d85120b7d2a6263bf7f712204

Laura,

Thank you very much for the opportunity. I enjoyed working with you and others from our team. I concur with you that the entire day was a smashing success and am particularly proud of the Gateway track. We had great participation, and hopefully some good ideas that will generate new features on the Gateway. I look forward to using the portal as an Industry participant in the near future.

I plan to contribute content and will do so as soon as I can get over procrastinating.

Have a great weekend.



Regards,

(b) (6)
Business Services
Industry Account Manager, General Services Administration
Federal Civilian Agencies, US Federal

Mobile: (b) (6)
E-mail: (b) (6) us.ibm.com
Find me on: in and within IBM on: \$\\$



Subject: Re: Co-Creation Session introductions Date: Tue, 28 Feb 2017 09:10:06 -0500

From: Laura Stanton - QP < laura.stanton@gsa.gov> To:

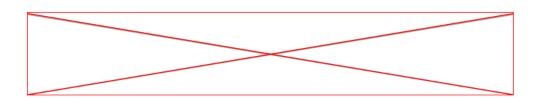
(b) (6) us.ibm.com>
<CALgG=hsX18BKCAr6EUzyA0KWLVW-K4bo+jk+NE1z+j7-OMHpEQ@mail.gmail.com> Message-ID:

85d7eda055fe626382eb442f0da06047 MD5:

That works. Thanks.

Laura J. Stanton **Assistant Commissioner** GSA | FAS | Office of Enterprise Strategy Management 703.785-2959

Visit the Acquisition Gateway



On Tue, Feb 28, 2017 at 9:03 AM, (b) (6) us.ibm.com> wrote:

Hi Laura,

I forgot that I had a calendar invitation for 11 am today with the facilitators when I set up our touch point call at 1 pm. We can cancel the 1 pm call if your questions are answered in the 11 am. For now, I will keep it on our calendars.

(b) (6)

Regards,

(b) (6)

(b) (6)

Business Services
Industry Account Manager, General Services Administration
Federal Civilian Agencies, US Federal

Mobile: (b) (6)
E-mail: (b) (6) us.ibm.com
Find me on: and within IBM on:

6710 Rockledge Drive Bethesda, MD 20817 United States

Laura Stanton - QP ---02/27/2017 02:20:58 PM---Hi (b) (6) I hope you did have a chance to enjoy the weekend.

From: Laura Stanton - QP < laura.stanton@gsa.gov>

To: (b) (6) Gaithersburg/IBM@IBMUS Date: 02/27/2017 02:20 PM

Subject: Re: Co-Creation Session introductions



I hope you did have a chance to enjoy the weekend.

We should sit down briefly and discuss the opening for the co-creation session. If I'm to introduce the facilitators, I need their names and companies to give them credit for assisting us.

I'm available this afternoon until 3:30 pm. Otherwise, I could manage a quick call between noon-3pm tomorrow afternoon.

What is good for you?

Thanks, Laura

Laura J. Stanton
Assistant Commissioner
GSA | FAS | Office of Enterprise Strategy Management
703.785-2959
Visit the Acquisition Gateway

Donate here! Questions? Email gateway content@gsa.gov.

On Sun, Feb 26, 2017 at 10:57 AM, (b) (6) (b) (6) us.ibm.com wrote:

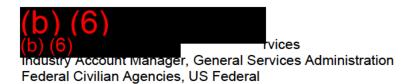
Sorry for the delayed response. I was trying to take advantage of the good weather.

I was thinking about your note. I think it makes sense for you to introduce the general session up front, and broadly introduce the different facilitators. Given that we have two from IBM, three from CGI, one each from Deloitte and DSI, there could be some degree of variability in how they facilitate their own tables.

I'd be happy to get on a call with you for a few minutes either tomorrow or Tuesday to discuss this. Let me know your availability and I will schedule a short 15-30 min call. I might include Vera on our call, since she's the master design thinking facilitator amongst the group.



Regards,



Mobile: (b) (6)
E-mail: (b) (b) us.lbm.com
Find me on: and within IBM on:

6710 Rockledge Drive Bethesda, MD 20817 United States

■ Laura Stanton - QP ---02/24/2017 03:51:23 PM---Hi (b) (6) I hope you are doing well and enjoying the oddly warm late winter weather.

From: Laura Stanton - QP < <u>laura.stanton@gsa.gov</u>>
To: (b) (6) Gaithersburg/IBM@IBMUS

Date: 02/24/2017 03:51 PM

Subject: Co-Creation Session introductions

Hi (b) (6)

I hope you are doing well and enjoying the oddly warm late winter weather. This would be lovely if it were in July. In late February, I'm not quite ready for 70+ degrees.

I was thinking through the flow of the day for next week. For the afternoon sessions, do we want to introduce each of the moderators or do we want to let them introduce themselves at the tables that they are supporting?

The last attendee count I saw was for 200+ people. I assume that we will be getting a number of registrations during this final week. However, we may have a plethora of facilitators. We'll have to figure that out if it happens.

Thanks, Laura Laura J. Stanton
Assistant Commissioner
GSA | FAS | Office of Enterprise Strategy Management
703.785-2959
Visit the Acquisition Gateway

Subject: Acquisition Gateway deck and video clip

Date: Tue, 28 Feb 2017 11:55:43 -0500

From: (b) (6) us.ibm.com>

To: (b) (6) cgifederal.com, (b) (6) (CGI Federal)"

<(b) (6) cgifederal.com>, (b) (6) cgifederal.com,

b) (6) @distributedinc.com, "(b) (6) (US - Arlington)" (b) (6) @deloitte.com>,

<(b) (b) us.ibm.com>

Cc: "laura.stanton" < laura.stanton@gsa.gov>

Message-ID: <OF7AD03201.F7317B38-

ON002580D5.005C28F4-852580D5.005CFE34@notes.na.collabserv.com>

MD5: e60754573bab14e8c54a83e773aa02f0
Attachments: Acquisition Gateway 101 Overview.pptx.pdf

Dear Facilitator Group,

Thanks for joining today's call. Here are the two items that I had promised: Acquisition Gateway deck to be used tomorrow in the morning session

Video clip of Kevin Youel Page discussing the Category Management conference. He's put in a great plug for the Acquisition Gateway. The video clip: http://govmatters.tv/category-management-efforts-at-gsa/.

(See attached file: Acquisition Gateway 101 Overview.pptx.pdf)

Let us convene as a group at 1:15 pm to go over final preparations for our session (session is from 1:45 to 3:45 pm).

Look forward to a successful conference.



Regards,

(b) (6)

(b) (6)

Business Services
Industry Account Manager, General Services Administration
Federal Civilian Agencies, US Federal

Mobile: (b) (6)
E-mail: (b) (6) us.ibm.com
Find me on: and within IBM on: \$\\$



Subject: Accepted: Call to discuss Co-creation session introductions 888-426... @ Tue Feb 28, 2017

> 1pm - 1:30pm (EST) (b) (6) Mon, 27 Feb 2017 20:25:23 +0000 Gaithersburg/IBM)

Date:

laura.stanton@gsa.gov From:

Gaithersburg/IBM" <(b) (6) us.ibm.com> To:

<001a114550a60e3d18054988e174@google.com> Message-ID:

1337a1ff981751b452cf27945077d4a5 MD5:

Attachments: invite.ics

laura.stanton@gsa.gov has accepted this invitation. Call to discuss Co-creation session introductions (6) (b) (b) Laura, Here is the list of facilitators for the Acquisition Gateway co-creation strategy: cgifederal.com cgifederal.com cgifederal.com (b) (6) <u>us.ibm.com</u> us.ibm.com Distributed Solutions, Inc. @distributedinc.com Deloitte Digital @deloitte.com So far these are the names we have. of Deloitte said that he might have more names from Deloitte. Hope 1 pm Tuesday works for a short call. Tue Feb 28, 2017 1pm - 1:30pm Eastern Time When Calendar Gaithersburg/IBM Who Gaithersb awoox urg/IBM - organizer laura.stanton@gsa.gov awax - creator

Invitation from Google Calendar

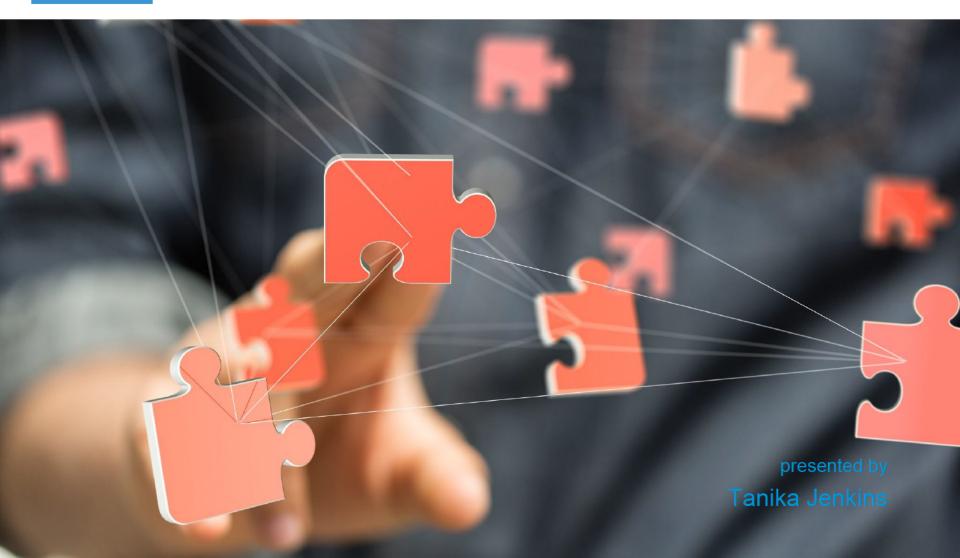
You are receiving this courtesy email at the account (6) us.ibm.com because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at https://www.google.com/calendar/ and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. Learn More.



Acquisition Gateway 101 overview





Agenda

- Category Management
 - The business challenge
 - The market
 - Acquisition lifecycle and personas
- The solution: Acquisition Gateway
 - A walk through the data and tools
 - A growing successful community
 - Accessing the Gateway
 - How the Gateway is developed
 - On demand help
 - Future State
- How to get involved
 - Content Drive, Ambassador Program, GatewayU, and more...



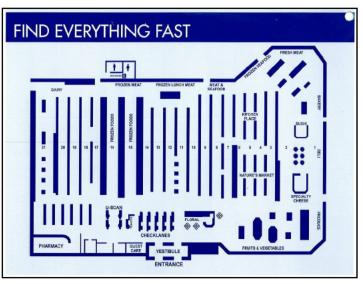


What is Category Management?

"...a retailing and purchasing concept in which the range of products purchased by a business organization or sold by a retailer is broken down into discrete groups of similar or related products; these groups are known as product categories."

"It is a systematic, disciplined approach to managing a product category as a strategic business unit."

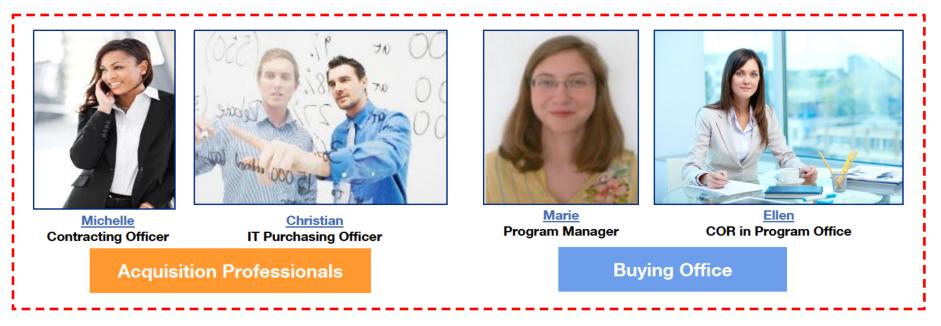






The business challenge and market: a primer of facts and numbers for Federal acquisitions

- Very complex, limited spend under management
- Over 3,300 different possible contract vehicles to chose from
- Complex regulations and process = F.A.R. (Federal Acquisition Regulations)
- Over 270 billion in common goods spend is on the table!



- 41k Contract Officers/Specialists + 114k Program Managers/Analysts
- Difficult to make smart buying decisions for maximum savings
- Lack of data and tools for federal acquisitions professionals
- Challenging to see beyond your agency...



Acquisition Gateway Overview

The Acquisition Gateway is the **acquisition professional's online resource center** that aims to improve and sustain Federal agency performance by empowering agency executives, managers, and employees with access to acquisition information, data, and tools.

The Gateway envisions driving smarter acquisition by simplifying, accelerating, and improving how the Federal government selects and buys products and services.

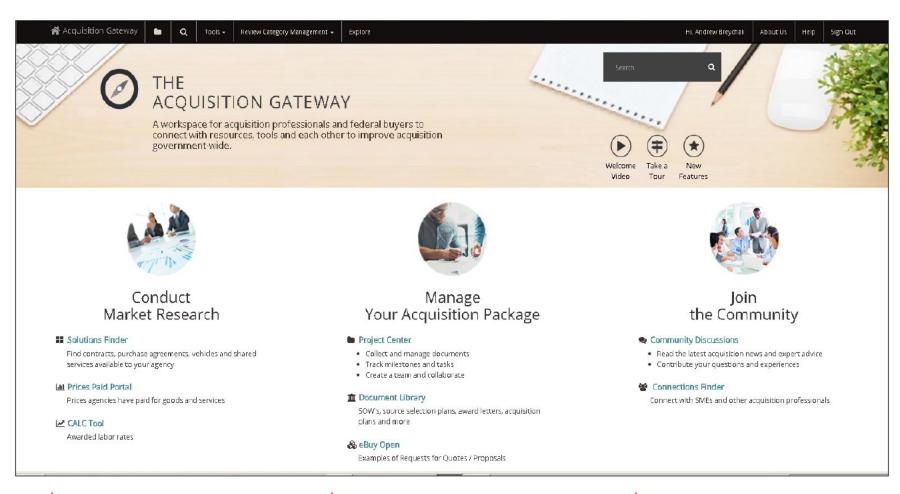
The Gateway enables good category management that supports the Federal acquisition community through every step of the acquisition lifecycle.



The output of good category management is found on the Acquisition Gateway



Acquisition Gateway - hallways.cap.gsa.gov



Solutions Finder,
Prices Paid Portal,
CALC Tool

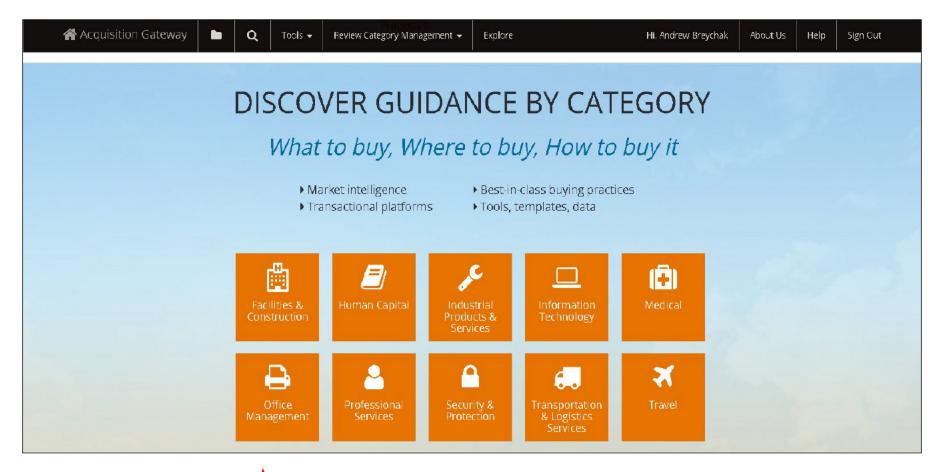
Project Center,
Document Library,
eBuy Open

Community Discussion,
Connections Finder



Acquisition Gateway - hallways.cap.gsa.gov

Search by tags
Find Best-in-Class solutions
Review Category Management



Articles, best practices, and tools organized by the 10 Categories...



Acquisition Gateway - hallways.cap.gsa.gov







ADDITIONAL RESOURCES



Green Procurement Compilation

GPC is a comprehensive green purchasing resource designed for federal contracting personnel and program managers. It consolidates and organizes information from federal environmental programs in one place, saving you from visiting multiple websites.



TechFAR Hub

The TechFAR Hub provides resources to apply industry best practices to the world of digital service acquisition across the federal government.



Forecast of Contract Opportunities

Offers forecasted contracting data by agency, contract award status, location, NAICs and Contract Value to assist Small Businesses in locating prospective business apportunities.

BROWSE THE LATEST ACTIVITY



ENTITLEMENT COUNSELING SERVICES

Thursday, February 23, 2017

How entitlement counseling is used in the Federal Government workspace



Travel Best-In-Class (BIC) Thursday, February 23, 2017

Travel Best-In-Class (BIC)



Green Procurement Compilation Thursday, February 23, 2017



Guidance Wednesday, February 22, 2017



FIND RESOURCES BY ACQUISITION PHASE

Planning		
Requirements		
Solicitation		
Award		
Administration		

Activity Feed Training and Events Feed



Search by acquisition



A walk through the data and tools...



Conduct Market Research:
Solutions Finder, Prices Paid Portal, and
CALC Tool (Contract Awarded Labor Category)

Manage your Acquisition Package: **Project Center, Document Library, eBuy Open**





Join the Community:

Community Discussions, Community Finder

Discover Guidance by Category

The ten hallways













Additional Resources:

Green Procurement Compilation, TechFAR HUB, and Forecast of Contracting



Conduct Market Research: **Solutions Finder**



See what solutions are available to help with your acquisition

Filter by what is available to your <u>agency</u>, <u>solution type</u>, <u>program type</u>, and <u>category</u>

Do a keyword search across all solutions

Side-by-side comparison of up to 4 solutions

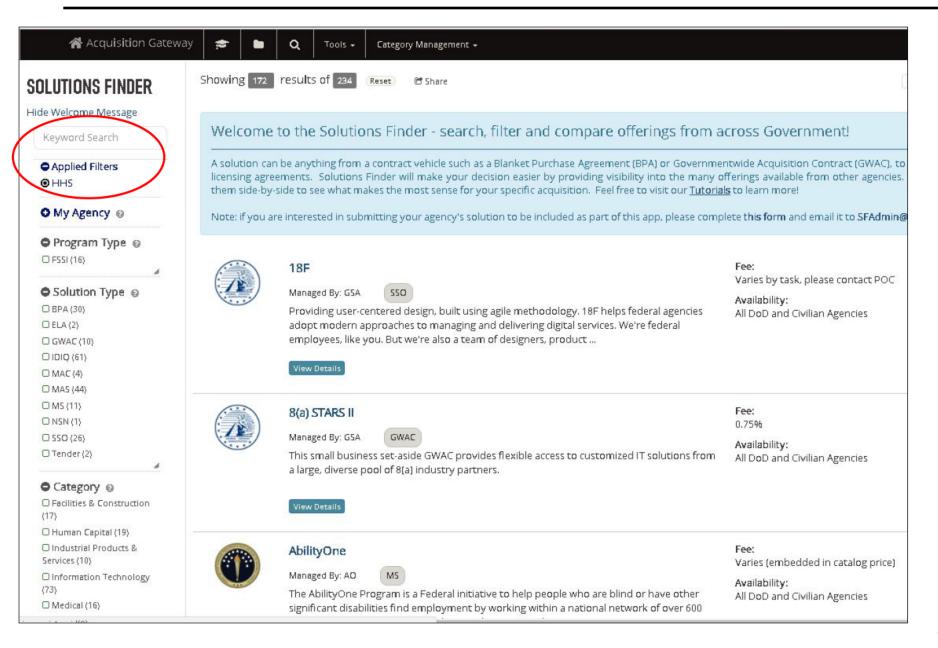
Links to solution websites and points of contact

Export results to *.CSV

Pin and save your results for future reference or save to a project in Project Center



Conduct Market Research: **Solutions Finder**





Conduct Market Research: **Solutions Finder**

🗥 Acquisition Gateway 😹 🖿	Q Tools + Category Management +		
Solutions Finder - Comp	oare & Share		
Solution Name	Alliant	BMO: Building Maintenance and Operations FSSI	CDC Information Management Service
Managed By Agency	General Services Administration	General Services Administration	Health and Human Services
Description More ▼	If you are in need of an Integrated IT solution contract vehicle, GSA's Alliant GWAC is for you. Alliant's innovative contract scope maintains an "Anything IT Anywhere" philosophy on a	Building Maintenance and Operations (BMO) strategic sourcing solution is a comprehensive and flexible solution covering all high-demand BMO services. It is an open market, multiple-	The CDC Information Management Se (CIMS) Contract is a multiple award, in delivery, indefinite quantity (IDIQ) cor provide a broad range of information
Solution Type	Government-wide Acquisition Contracts	Indefinite Delivery Indefinite Quantity, Federal Strategic Sourcing Initiative	Indefinite Delivery Indefinite Quantity
Fee Info	0.75% (Capped at \$150k per year per order over \$20M for agency orders and \$100K per year per order over \$13.3M when agency use GSA's Assisted Acquisition Service)	2% contract access fee	N/A
Expiration Date	4/2009 to 4/2014, with one five-year option from 4/2014 to 4/30/19. Task Order performance can be performed up to 4/30/24.	Base contracts: March 30, 2021, Option period: March 30, 2026	Final option year expires September 2
Point of contact	Customer Support Center: ITCSC@gsa.gov; 855- 482-4348 Schmitt - 858-243-7998; jason.schmitt@gsa.gov	fssi.bmo@gsa.gov	Contracting Officer Name: vivian Hub Phone: (770)488-2647 br> Email: vdh6@cdc.gov br> Contracting C
Solution availability More ▼	All DoD and Civilian Agencies	All DoD and Civilian Agencies	HHS Available HHS wide, but only with an I
Mandatory Use Info	N/A		



Conduct Market Research: Prices Paid Portal



See the actual prices paid for goods and (some) services

Filter by <u>department</u>, <u>award vehicle</u>, <u>vendor name</u>, <u>manufacturer</u> and <u>date range</u>

Do a text search across over 101 million records

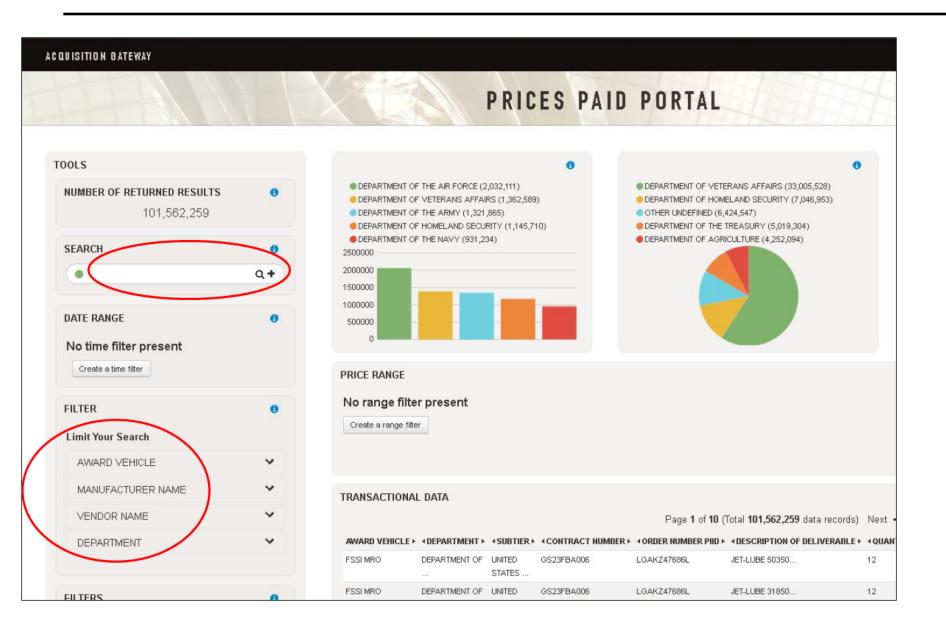
For each record view transactional data details such as: <u>price per unit</u>, <u>manufacturer parts number</u>, <u>UPC</u>, <u>DUNS</u>, and <u>sub-tier agency</u>

Export the data as *.CSV, *.XML, or *.JSON file

Records go back to 2010 and are constantly being updated



Conduct Market Research: Prices Paid Portal





Conduct Market Research: CALC Tool (Contract Awarded Labor Category)



Search the actual hourly awarded ceiling labor rates by functional job names

See the 55k+ results for the average rate and view +/- 1 standard deviation

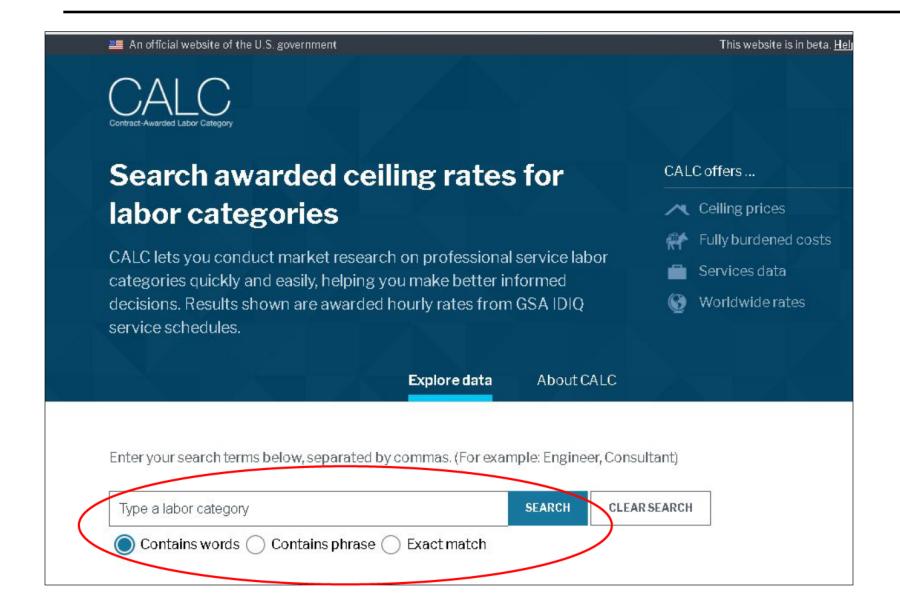
Filter by <u>education level</u>, <u>experience</u>, <u>work site</u>, <u>business size</u>, <u>SIN/Scheudle</u>, and <u>contract year</u>

Do a text search by exact match, contains words, or contains phrase

Export the data as *.CSV, and/or download the graph



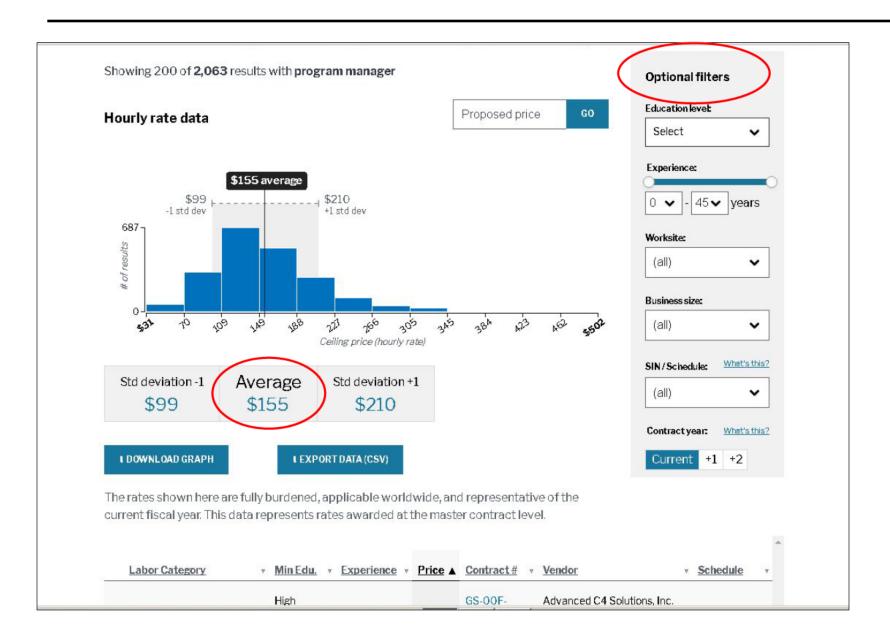
Conduct Market Research: CALC Tool (Contract Awarded Labor Category)





Conduct Market Research:

CALC Tool (Contract Awarded Labor Category)





Manage your Acquisition Package: **Project Center**



In one central location build and share your acquisition package with your team

You can collect resources from across the Gateway apps and upload your own documents

Manage your acquisition research, documents, and timelines

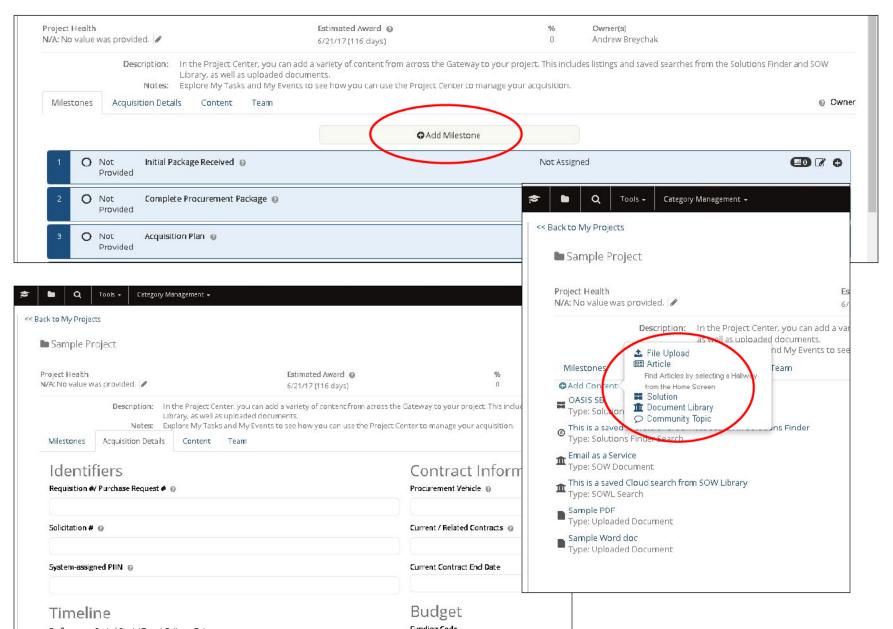
Collect, upload, and link to Gateway research

Track milestones, tasks, and project information

Share your project with other team members to build your acquisition package collaboratively



Manage your Acquisition Package: **Project Center**





Manage your Acquisition Package: **Document Library**



A searchable archive of all the possible templates you could need for your acquisition

Text search to easily find curated examples

Download as *.PDF and/or MS Word format

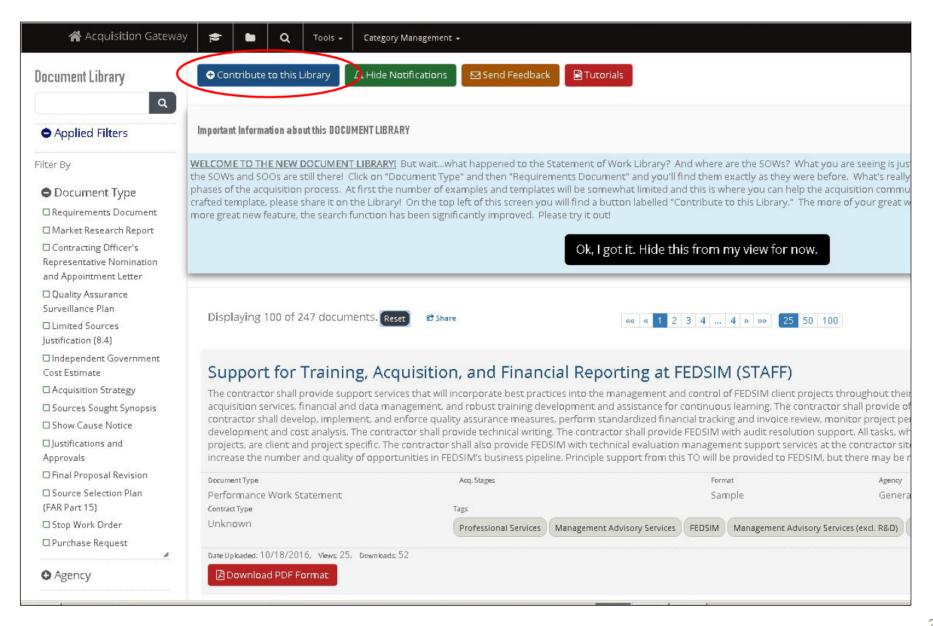
Examples include: requirements document, IGCE, source selection, QASP, limited sources justification, market research, source selection plan and more...

Filter by <u>52 document types</u>, <u>agency</u>, <u>acquisition</u> <u>phase</u>, <u>format</u>, <u>contract type</u>

Easily contribute your examples

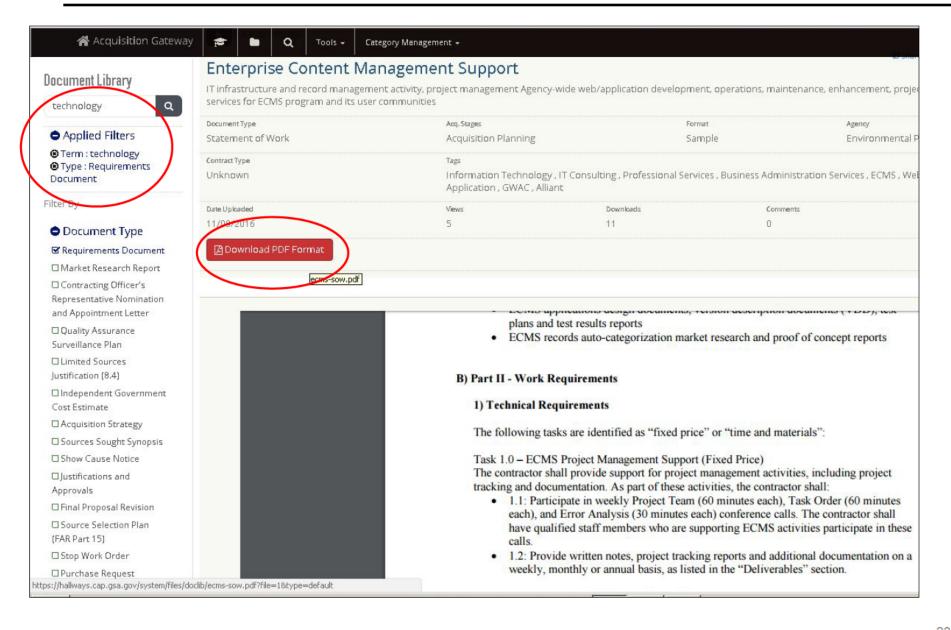


Manage your Acquisition Package: **Document Library**





Manage your Acquisition Package: **Document Library**





Manage your Acquisition Package: **eBuy Open**



A searchable archive of over 241k electronic Requests for Quote (RFQ) /Proposal (RFP) submitted to eBuy Open

Text search by RFQID, RFQ description or title to easily find relevant examples

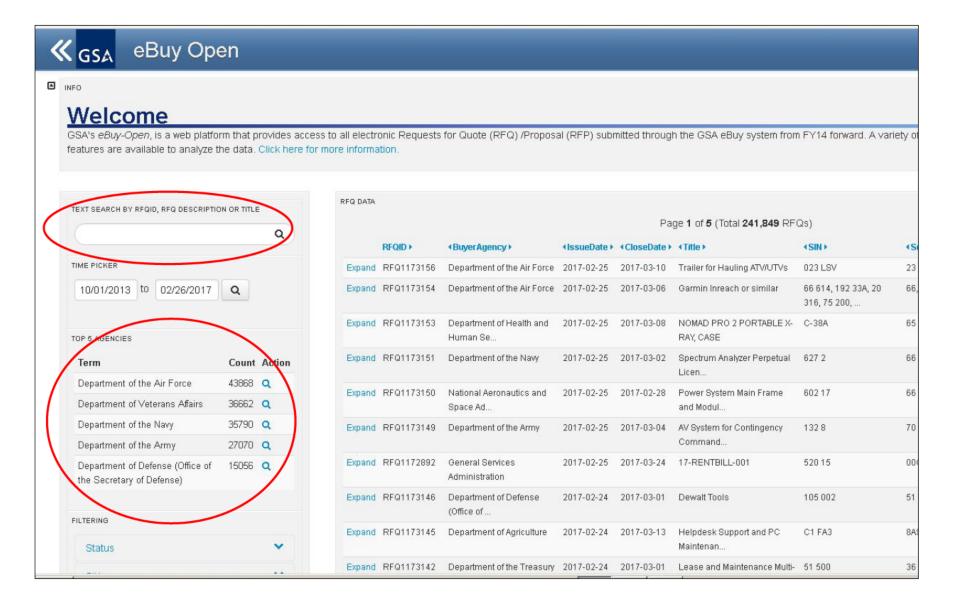
Includes the actual attached RFQs and RFPs for your review and download

Filter by <u>Buyer Agency</u>, <u>Schedules</u>, <u>Schedule Names</u>, <u>SINS</u>, <u>SIN Names</u>, <u>Status</u>, and <u>Date range</u>

Records go back to October 2013 and are constantly being updated



Manage your Acquisition Package: **eBuy Open**





Manage your Acquisition Package: eBuy Open

Field	Action	Value	
Attachment1	iži	https://www.ebuy.gsa.gov/ebuyopen/banana/download/ebuy_upload/201702/RFQ1173145/KPdfrqt6/AG-7245-Shttps://www.ebuy.gsa.gov/ebuyopen/banana/download/ebuy_upload/201702/RFQ1173145/KPdfrqt6/Appendice	
Attachment2	iži		
AttachmentCount	mqø	2	
BuyerAgency	IIIQØ	Department of Agriculture	
BuyerEmail	iiiQØ	chantrell.nettles@nfc.usda.gov	1. Performance Work Statement The United States Department of Agriculture (US: (OCFO), National Finance Center (NFC) is seekir for a wide-range of information technology servic OCFO staff (Government and Contractor) regardle model solution that provides a reasonable balance costs, based on industry best practices. The Contractor the operational strength and performance of the Oti relates to Desktop Support and PC Maintenance performance-based standards wherever possible for
BuyerName	iiiQØ	CHANTRELL NETTLES	
CloseDate	iii QØ	2017-03-13	
Description	III	The United States Department of Agriculture(USI requirements specified in the attached Performa The period of performance is: Base Period: 4/1/2 Period 03: 4/1/2020 - 3/31/2021; Option Period 0 am (EST). Contract Specialist: Chantrell Nettles,	
IssueDate	IIIQØ	2017-02-24	
RFQID	izi	RFQ1173145	The OCFO DSPCM is part of OCFO's compreher its IT infrastructure services for better effectivene is pursuing a Contract/Task Order (referenced as a replace current DSPCM. The DSPCM operates u OSB provides operations support, hardware and s service desk operations and security of the DSPCI Federal and contractor personnel currently operati is responsible for performing Level I, II, and III Is Support Services. The Contractor shall interact with other functional Contractors regarding the resolution of issues and supporting this requirement.
SIN	iži	C1 FA3	
SINName	izi	Computer Facilities Management Services	
Schedule	iži	8ASTARS2	
ScheduleName	iži	8(a) Streamlined Technology Acquisition Resour	
Status	iii QØ	Active	
Title	iži	Helpdesk Support and PC Maintenance	

1. Performance Work Statement (PWS) Overview

The United States Department of Agriculture (USDA) Office of the Chief Financial Officer (OCFO), National Finance Center (NFC) is seeking to obtain Contractor support for OCFO users for a wide-range of information technology services. While the goal is for equivalent service for OCFO staff (Government and Contractor) regardless of location, the Contractor should propose a model solution that provides a reasonable balance between level of support and other associated costs, based on industry best practices. The Contractor shall have considerable responsibility for the operational strength and performance of the OCFO Information Technology (IT) portfolio as it relates to Desktop Support and PC Maintenance (DSPCM). The Government intends to apply performance-based standards wherever possible for work performed under this task order.

The OCFO DSPCM is part of OCFO's comprehensive initiative to continue the consolidation of its IT infrastructure services for better effectiveness, efficiency, and management control. OCFO is pursuing a Contract/Task Order (referenced as a Task Order (TO) from this point forward) to replace current DSPCM. The DSPCM operates under the Office Services Branch (OSB), the OSB provides operations support, hardware and software maintenance, systems administration, service desk operations and security of the DSPCM infrastructure. The OSB is comprised of Federal and contractor personnel currently operating in a 7x24x365/366 environment. The OSB is responsible for performing Level I, II, and III Information Technology Management and Support Services.

The Contractor shall interact with other functional areas within OCFO and Third Party Contractors regarding the resolution of issues and/or provision of these services in the course of supporting this requirement.

1.1. Place of Performance

OCFO's primary Business Operations Center (BOC) is located in New Orleans, Louisiana (LA). Additional facilities are maintained at the Primary Computing Facility (PCF) in Denver, Colorado (CO), the Backup Computing Facility (BCF) in Saint Louis, Missouri (MO), and an Alternate Work Site (AWS) in Bossier City, LA. The OCFO also has a Customer Support Office (CSO) and training facility in Washington, D.C.

Unless otherwise specified or required due to situations such as Continuity of Operations Plan (COOP), the work shall be performed at the New Orleans facilities. During a COOP event, the



Join the Community: Community Discussions



Listen to and engage with the communities and topics of interest to you

A news feed to listen to the pulse of the people on the Acquisition Gateway

Amplify insight beyond your immediate network

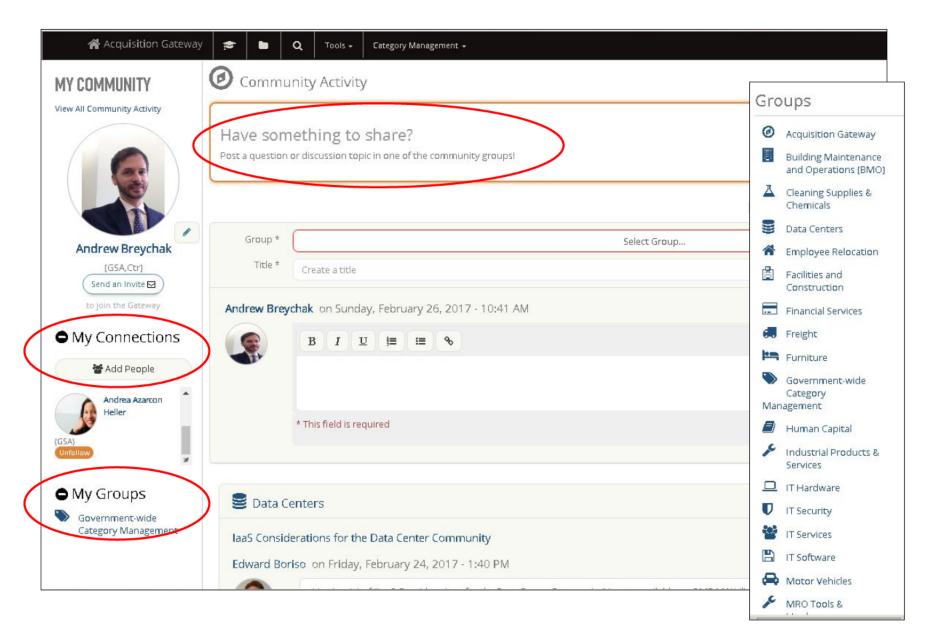
Use your expertise to can create and assign posts to groups in the nearly 12k strong community

Topic areas for the 10 categories and also many relevant hot topics like: Data Centers, Building Maintenance, and more

Know that your posts are accessible to a Federal-only audience



Join the Community: Community Discussions





Join the Community: Connections Finder



Connect with SMEs and other acquisition professionals

Find the people you need to do your job

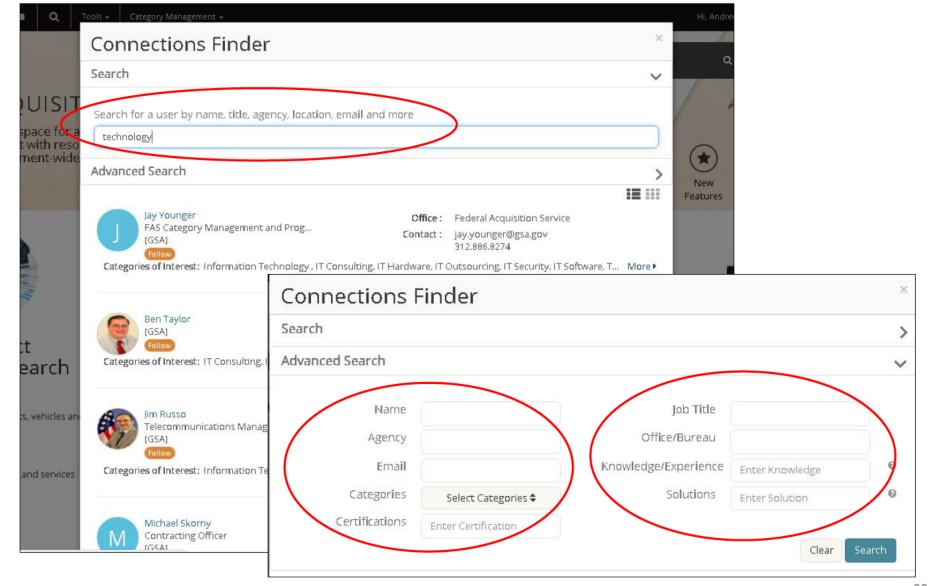
Amplify your reach beyond the immediate circle within your agency or department

Create your own profile so people can find you

Basic full text search and advanced search

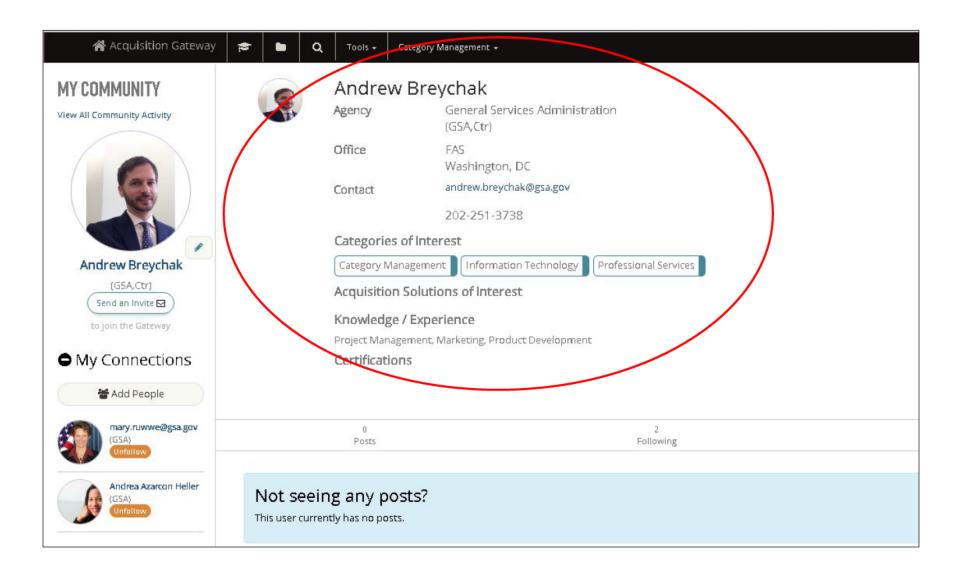


Join the Community: **Connections Finder**





Join the Community: Connections Finder





Discover Guidance by Category The ten hallways



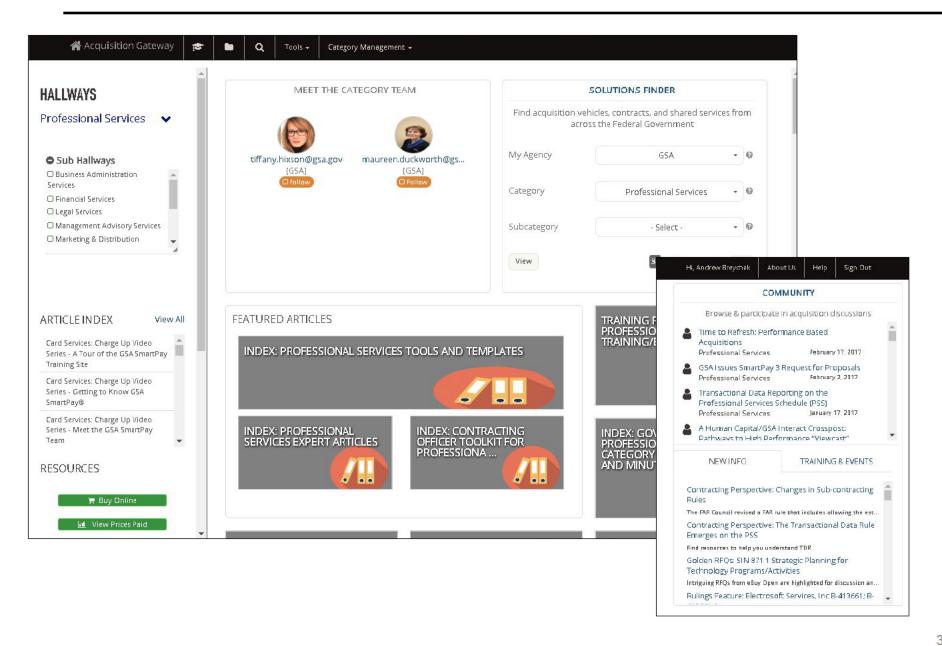
Facilities & Construction
Human Capital
Industrial Products & Services
Information Technology
Office Management
Medical
Professional Services
Security & Protection
Transportation & Logistics Services
Travel

Targeted information for content focused only on that category:

Expert articles
Best-in-class practices
News and training events
Tools, templates, data



Discover Guidance by Category The ten hallways





Additional Resources



Green Procurement Compilation

A comprehensive green purchasing resource designed for federal acquisition professionals in one searchable place.

SFTool Product search = 5,700 brands and more than 300,000 products that align with sustainability requirements.



TechFAR HUB

Provides resources to apply industry best practices (such as Agile) to the world of digital service acquisition across the federal government. Created by USDS.



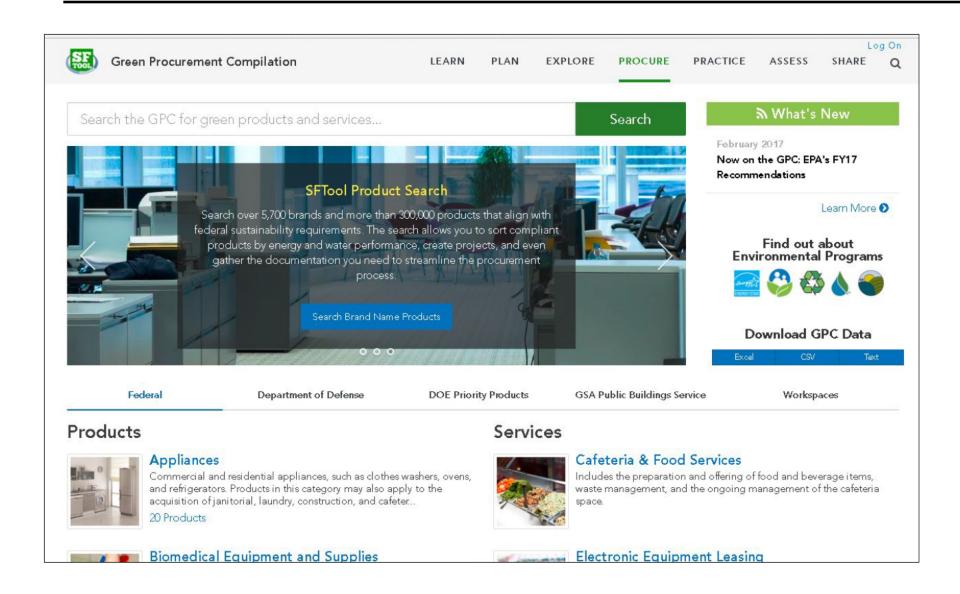
Forecast of Contracting Opportunities

Search forecasted contracting data by <u>agency</u>, <u>contract award</u> <u>status</u>, <u>location</u>, <u>NAICs</u> and <u>Contract Value</u> to assist Small Businesses in locating prospective business opportunities



Additional Resources:

Green Procurement Compilation





Additional Resources: **TechFAR Hub**



Discover IT

Resources for Project 7

Review Before You Buy

Before embarking on an acquisition, review the Dig and TechFAR Handbook to learn best practices.

- The Digital Services Playbook: 13 key "plays" draw practices from the private sector and government together, will help government build effective dig
- The TechFAR Handbook: Resources on how to use an iterative, customer-driven software developm done in the private sector.

USDS Procurement Field Guides

These Procurement Field Guides are intended to be government acquisition community with general k common practice methods that will help implement

USDS Procurement Field Guides

These Procurement Field Guides are intended to help participants in the government acquisition community with general knowledge, tips, or common practice methods that will help implement digital service strategies.

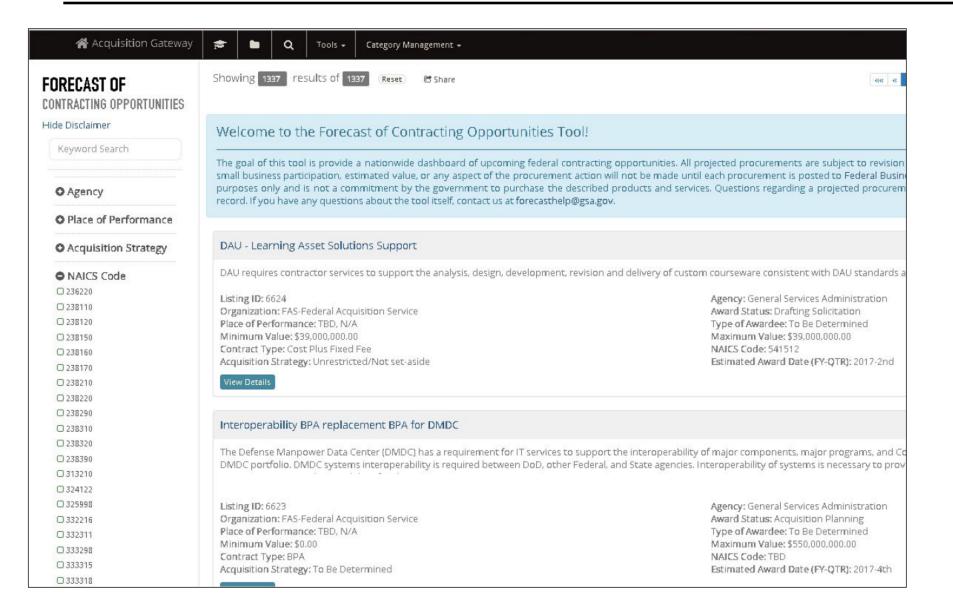
These are living documents, not policy or procedure. We encourage crowdsourcing and contribution to these guides as the body of knowledge around this topic increases or becomes more refined. Each guide has a contribution link to our github repository that facilitates this process.

- Finding Opportunities and Providing Services to the Federal Government: A field guide to help innovative digital services companies begin the process of selling into the government marketplace.
- Quick and Dirty Guide to Agile Project Management: This summary
 provides information on the key tenants of agile project management and
 explains how it can be used to manage digital services projects.
- Create an Inspiring Product Vision: This field guide is designed to help articulate your agency's product vision.
- Guide on How to Use an 8(a) Company for Your Digital Service Needs: This
 How-To Guide provides information on how to take advantage of an SBA
 waiver for agency's looking to use digital services on a small scale before
 implementing agency-wide.



Additional Resources:

Forecast of Contracting Opportunities





Acquisition Gateway is a growing community

Nearly 12,000 registered professionals and growing...

Bulk Buying Laptops and Desktops Makes Federal Dollars Go Further

"The bulk buying event offered an average of 15.6 % savings from previous ceiling. According to U.S. Holocaust Memorial Museum Director of Procurement James T. Brady, the new pricing allowed the museum to buy an extra 25 laptops and 30 desktop computers — a savings against the old pricing of \$74,345."

Send us your success stories: hallways_site_manager@gsa.gov

HHS CIO BPAs

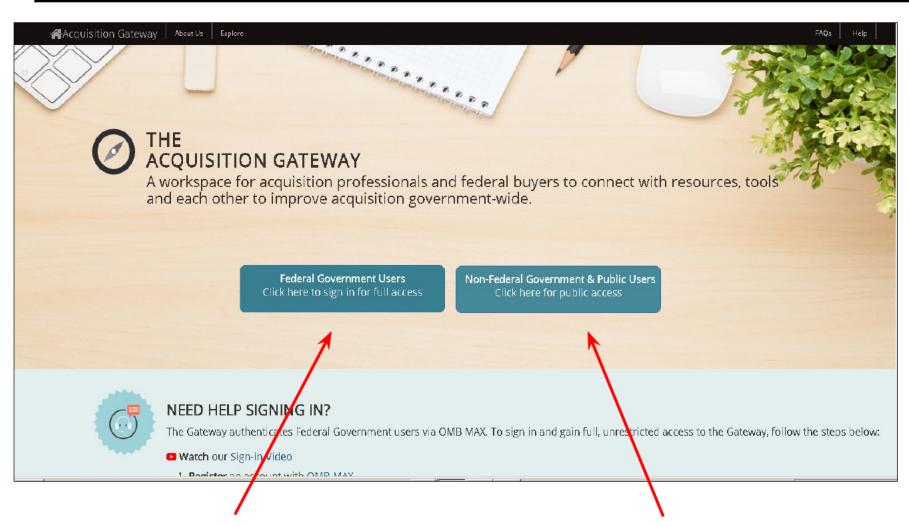
The HHS Vendor Management Office contacted the Gateway team. It has nine (9) BPAs it wants to make the HHS workforce aware of and wanted to publicize them via Solutions Finder.

FHFA Saves Over 20% and Cuts Administrative Lead Time By Over 50% with BMO Contract

Using BMO, FHFA cut procurement administrative lead time (PALT) by over 50% by avoiding an open-market buy and separate justifications, and saved over 20% compared to their IGCE.



Access the Acquisition Gateway = 2 choices



Federal Government employees with PIV/CAC cards and a PIV card reader

Non-PIV card holders, contractors, and the General Public



Access the Acquisition Gateway = 2 choices

Federal Government employees with PIV/CAC cards and a PIV card reader.

You will need your PIV card and an OMB Max account

- Go to https://hallways.cap.gsa.gov
- Click the **Federal Employees Sign-in** button
- Enter your PIN when prompted

No restrictions:

- Full access to all tools and data

Non-PIV card holders, contractors, and the General Public

No PIV card needed... open to everyone!

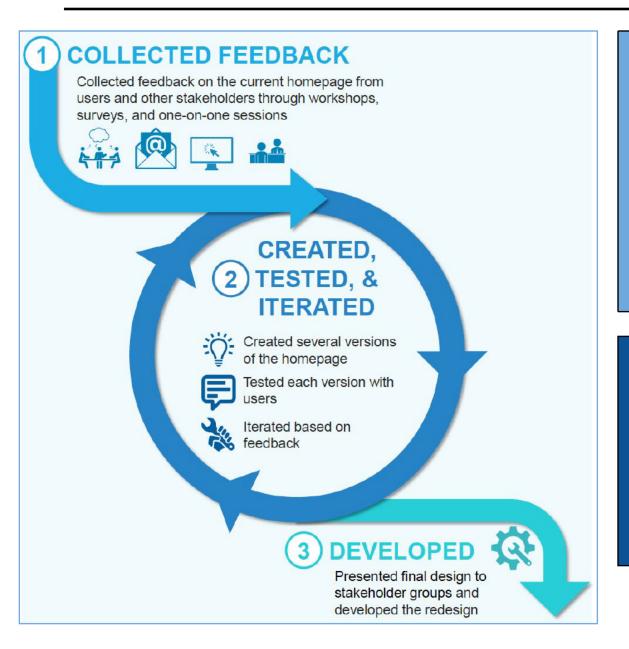
- Go to https://hallways.cap.gsa.gov
- Click the Non-Federal
 Employees and Public
 Sign-in button

Key restrictions:

- 1) No eBuy Open
- 2) No Prices Paid Portal
- 3) No Community
- 4) Very limited access to all content (solutions, articles, tools, templates)



How the Gateway is developed...



Agile SCRUM

The data and tools are constantly evolving based on your feedback!

Every 2 weeks new updates are published to the Gateway.

The Acquisition Gateway homepage redesign is a great example of how your feedback and human-centered design approach builds value



On demand help...

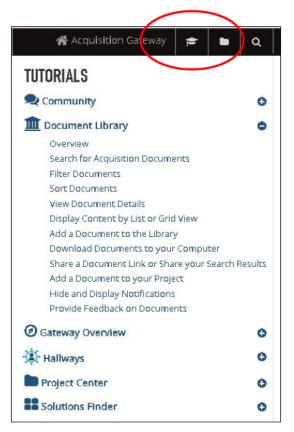
hallways_site_manager@gsa.gov

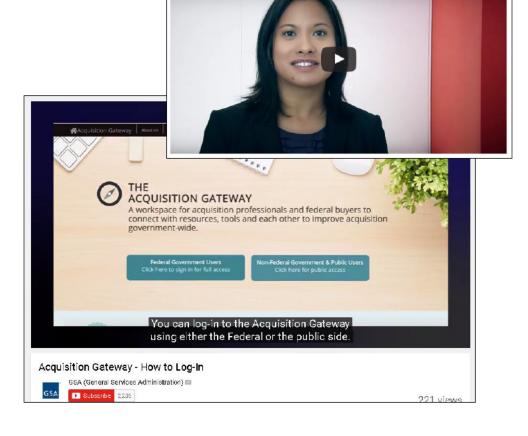
Answered by the National Customer Service Center and escalated as required

Video overview of the Acquisition Gateway

Help with login (video with instructions)

Self-serve tutorials for apps





The Acquisition Gateway: What Is It?



Future state: what is coming in the Spring...

Hallway and Community Redesign

 Submit ideas & feedback using the "Give Feedback" button on the bottom of the homepage. Drawings & wireframes are encouraged! hallways_contribute@gsa.gov

Keyword Search

- You'll be able to search through documents and receive top results
- *This is separate from tag search

Best In Class (BIC)

Sort by BIC in Solutions Finder and BIC will default to the top

Project Center

 A "My Work" section that contains all the milestones and tasks assigned to you

Back-End Clean Up for Content Teams

 We'll be removing the expiration date from content (a highly requested change) and fixing the current issues with notifications so you'll only see a notification for the content you posted





Content Drive: March 1st through 31st

Support the Acquisition Community.

Donate Content Today!

What Do We Need?

What makes you successful!

O: Document Library Samples

A: Templates

B: Best Practices

AB: Lessons Learned

Donate here. Questions? Email gateway_content@gsa.gov









Acquisition Gateway Ambassadors Network

The Acquisition Gateway Ambassador Network is a Change Agent Network developed to expedite the government's transition to category management. Change agents will support transformation at their agencies.



Please contact Craig.Chavez@gsa.gov

Value:

Gateway Ambassadors build and sustain the momentum of change efforts by disseminating messaging, providing feedback on change activities, and reducing stakeholder fears and resistance to the change.

Time Commitment:

One single hour-long meeting per month 2-4 hours of direct assistance with communication development and delivery, research, and feedback collection.

Gateway Ambassadors' Primary Functions

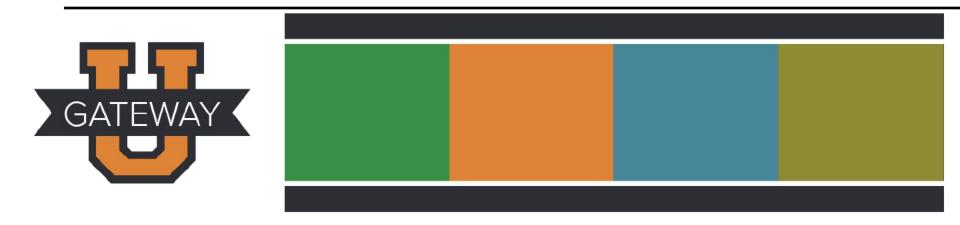
- Disseminating messages through local communication channels
- Sharing feedback with FAS to enhance and improve both category management change management efforts and Acquisition Gateway adoption efforts
- Addressing the concerns of their local workforce

Ideal Gateway Ambassador Characteristics

- Respected and admired among peers
- Relatable and regarded as confidants
- Willing to donate time and resources to the category management initiative
- Typically middle-management and below, as this fosters trust from the workforce
- Representatives from across the organization



Acquisition Gateway University Spring Session



When? April 24th - May 5th (10 one-hour sessions, over 2 weeks)

What is it? Daily webinars, one hour in length, focused on a variety of acquisition topics. Each session offers 1 Continuous Learning Point.

What classes are being offered? Deep dives into Category hallways; Live demos of the Document Library, Project Center, CALC tool, Prices Paid Portal and more!

How do I register? - Refer to Acquisition Gateway website for link. Link for registration is not yet available. All classes are online.



In the hallway (literally)...



Katie Globig



Lisa Hudson



Brad Powers

Meet members of the Acquisition Gateway product team in the hallway...

Content donation table

Meet the product owner

Deep dive into the Gateway tools



Where do we go from here...

- 1. Log in and explore at https://hallways.cap.gsa.gov
- 2. **Connect and contribute** ideas, join conversations, and share best practice samples and templates
- 3. Share it with your acquisition co-workers
- 4. Join us usability testing to help drive new features

We are listening! Please email hallways_site_manager@gsa.gov



The Acquisition Gateway track...

10:45 - 12:00 Session 2: Government and Industry Use Cases of the Gateway

Come and learn how your colleagues use the Acquisition Gateway! The panel will have representatives from Industry, Department of Defense, and Department of Health & Human Services talk about how they use the Gateway tools in their daily routines.

1:45 - 3:45 Sessions 3 & 4: It would be cool if the Gateway did...(A Co-Design Session)

Come and build with us! This is the session for those of you who have thought, "I would love to see . . ." Using human-centered design principles you will collaborate with other government and industry participants to design new features of the Acquisition Gateway.

Participants will use ideas generated from the morning session to **identify needs**, **and design prototypes** of Gateway solutions.



Appendix



Acquisition Gateway Overview Acquisition Gateway Features and Content

What's in it for me (WIIFM)?

- A focused place just for acquisitions
- A hallway of articles, solutions, links, and tools just for that category
- A place for market research, pricing information, and requirements development
- A growing searchable archive of examples
- A place to connect with other acquisition professionals
- A place to organize and save your acquisition

 Hallways - Contain information and tools specific to each category management category or sub-category



Project Center - A personal location in the Gateway where users can save statements of work, community posts, and other information relevant to their acquisitions



 Solutions Finder - Search tool to allow Federal buyers to locate "best-fit" contract vehicles across Federal agencies



 "My Community" - A series of forums on specific acquisition topics, allowing users to ask questions of experts and participate in discussions with cross-agency peers



 Document Library - Users can share statements of work in a centralized location and have the ability to "upvote" their favorites





Category Management Federal Government Goals

Category management seeks to achieve the following goals around cost savings, knowledge sharing, efficiency, and relationship-building:



Increase Cost Savings

- Increase spend under management
- Achieve volume savings
- Achieve administrative savings



Foster Knowledge Sharing

- Share best practices
- Grow and share expertise



Promote Efficiency

- Reduce contract duplication
- Enhance transparency
- Create better contract vehicles
- Manage data collection and analysis
- Enable better decisions



Improve Relationships

- Maximize purchasing agency relationships
- Leverage supplier relationships
- Optimize buying channels
- Manage the solution landscape



Category Management The Federal Government Approach

Category Management is a purchasing approach that the Federal Government is applying to buy smarter and more like a single enterprise.

It involves:

- Identifying core categories of products and services, and managing them accordingly
- Cultivating and maximizing expertise to inform and enhance a customer's buying experience
- Developing purchasing strategies so that customers find the best value for the items they need

Category management aspires to eliminate redundancies, increase efficiency, and deliver more value and savings from acquisition programs.











Category Management Overview Category Management Operating Model

Develop Category Strategy

- Build Category Teams
- Analyze Agency Needs
- Review Current Spending
- Analyze Market for Goods

FY15-16



Influence Category Outcomes

- Manage Suppliers
- Incentivize Demand
- Control Costs
- Lower Operational Expenditure

FY17+

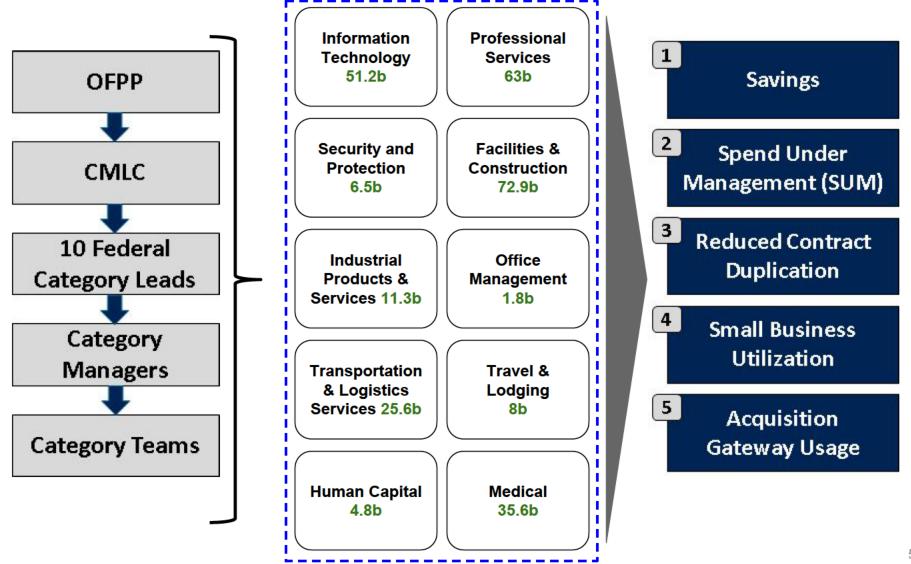
Continuous Improvement

- Benchmarking
- Performance Tracking
- Adjustments to Category Strategy



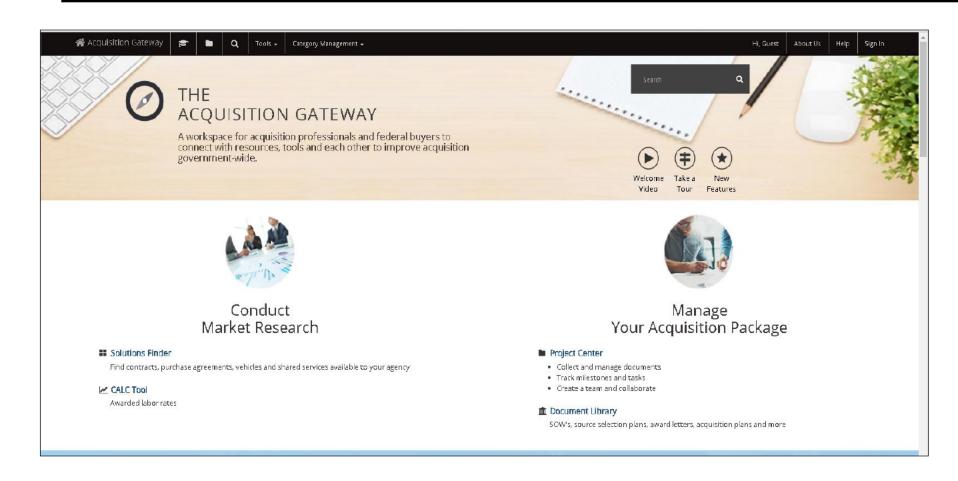
What is Government-wide Category Management?

The team of people responsible for operating the 10 categories to accomplish the 5+ metrics of success...





Acquisition Gateway - <u>hallways.cap.gsa.gov</u>



Solutions Finder,

Prices Paid Portal,

CALC Tool

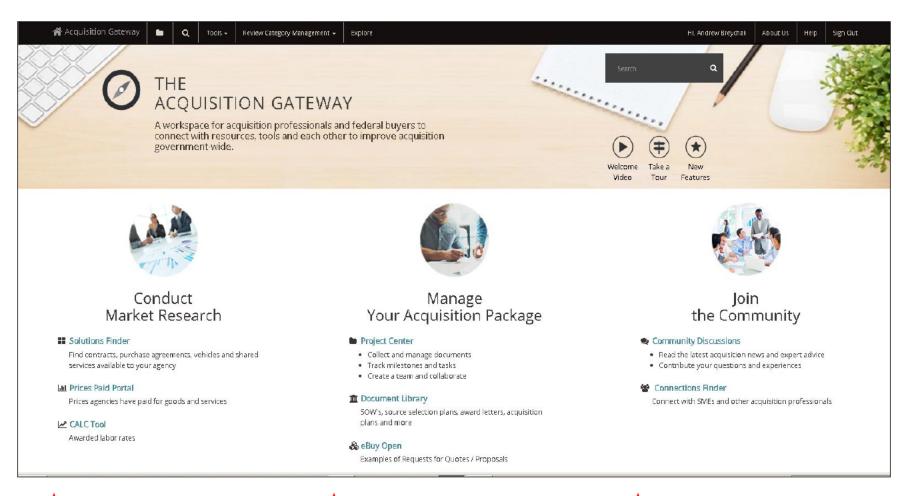
Project Center,
Document Library,

<u>eBuy Open</u>

Community Discussion,
Connections Finder



Acquisition Gateway - <u>hallways.cap.gsa.gov</u>



Solutions Finder,
Prices Paid Portal,
CALC Tool

Project Center,
Document Library,
eBuy Open

Community Discussion,
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We want to be the government **acquisition** workspace.

RAG

It's time to act as



for smarter acquisition.

Curated **Expertise**



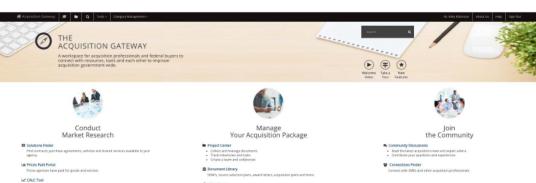
"Contracting for me is about learning a new industry every few hours. That's market research FOR REAL!"

Contracting Officer, VA







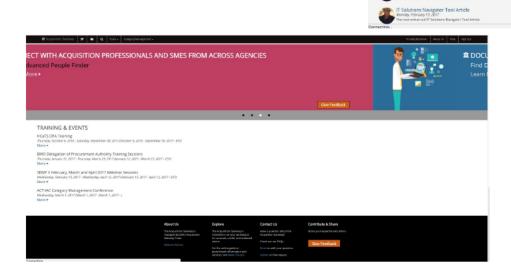


DISCOVER GUIDANCE BY CATEGORY

What to buy, Where to buy, How to buy it

On the **Gateway**





On the **Gateway**





Conduct Market Research

Solutions Finder

Find contracts, purchase agreements, vehicles and shared services available to your agency

Prices agencies have paid for goods and services

CALC Tool

Awarded labor rates



Manage Your Acquisition Package

Project Center

- · Collect and manage documents
- · Track milestones and tasks
- · Create a team and collaborate

m Document Library

SOW's, source selection plans, award letters, acquisition plans and more

Examples of Requests for Quotes / Proposals



the Community

Community Discussions

- · Read the latest acquisition news and expert
- · Contribute your questions and experiences

Connections Finder

Connect with SMEs and other acquisition professionals

DISCOVER GUIDANCE BY CATEGORY

What to buy, Where to buy, How to buy it

- ▶ Best-in-class buying
- Market intelligence
- practices
- ▶ Transactional platforms ▶ Tools, templates, data















ADDITIONAL RESOURCES



GPC is a comprehensive green purchasing resource designed for federal contracting personnel and program managers. It consolidates and organizes information from federal

Green Procurement Compilation

TechFAR Hub

The TechFAR Hub provides resources to apply industry best practices to the world of digital service acquisition across the federal government.

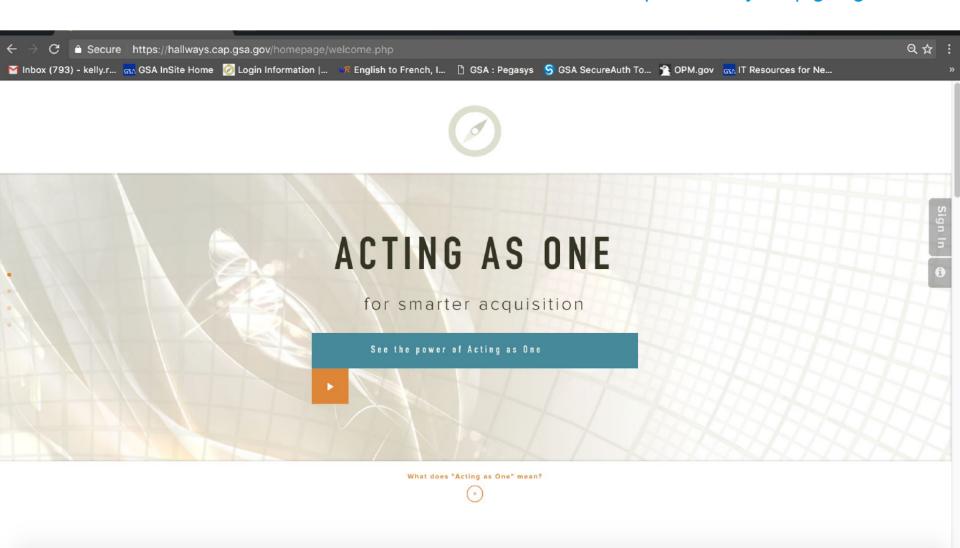


Forecast of Contract Opportunities

Offers forecasted contracting data by agency, contract award status, location, NAICs and Contract Value to assist Small Businesses in locating prospective business opportunities.

Start here:

https://hallways.cap.gsa.gov



Acquisition Gateway learn.connect.act.

Back-up **Demo** Slides

1st time: Access the Gateway in <5 minutes

Step 1 • Go

Go to https://max.gov

Why? The Acquisition Gateway is a secure site.

Step 2

First time user? = Click on upper right [Register Now] button.

Step 3

- Fill out the form; click [Continue].
- Read the user agreement and non-disclosure; check "I agree."

Step 4

- ·Wait for email from @max.gov.
- Click on the link to create your max.gov password.

Step 5

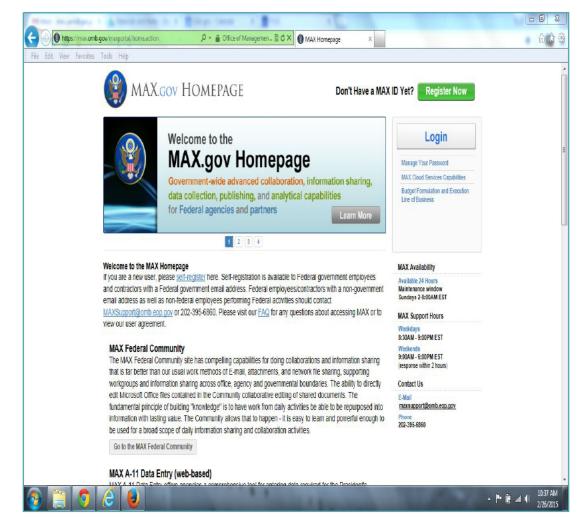
- Go to https://hallways.cap.gsa.gov; click [Sign In] then [Federal Government Users].
- Click [LOGIN WITH YOUR PIC OR CAC].

Step 6

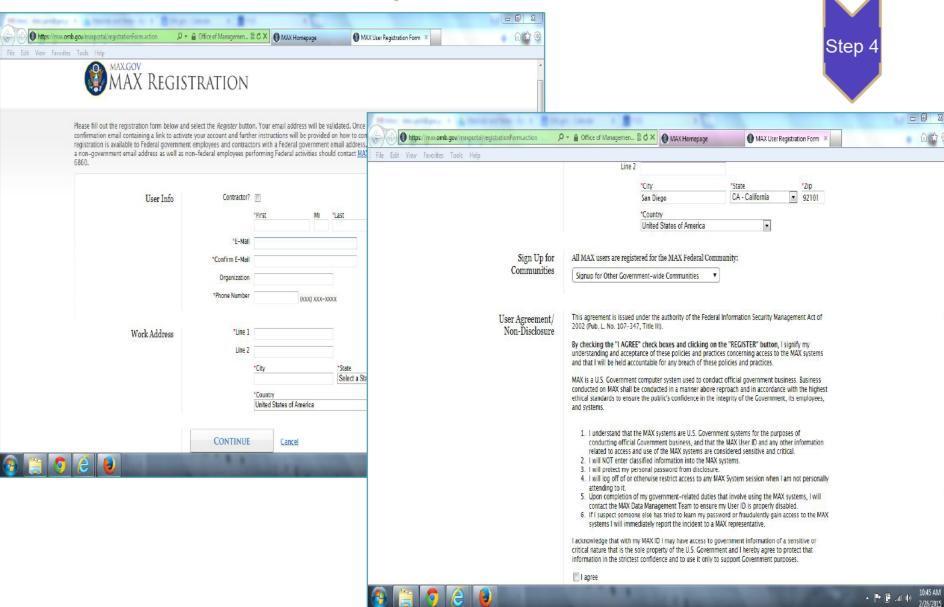
- Log in with max.gov credential to associate with your PIV or CAC card.
- Click [Continue]; you can now access the Acquisition Gateway!



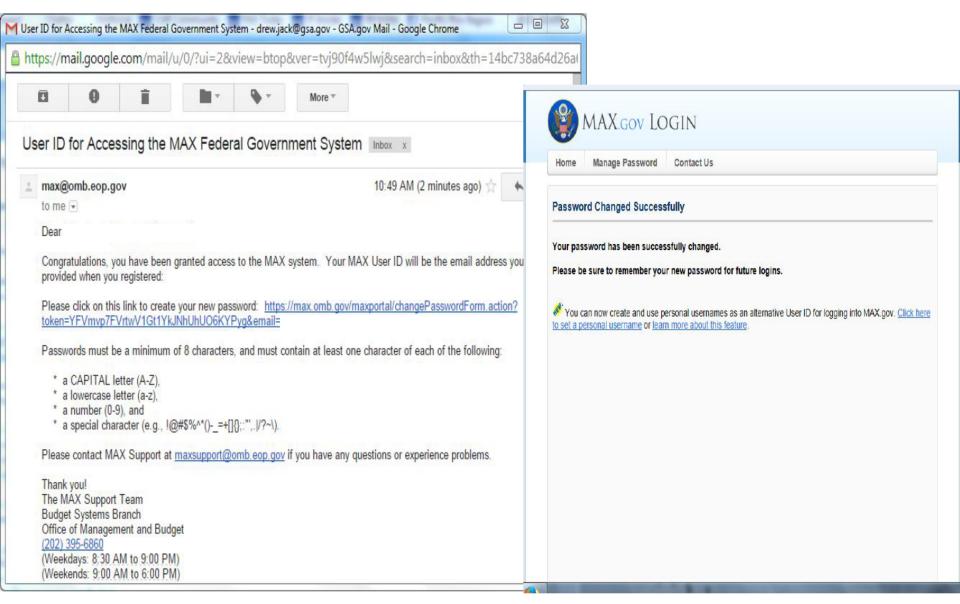




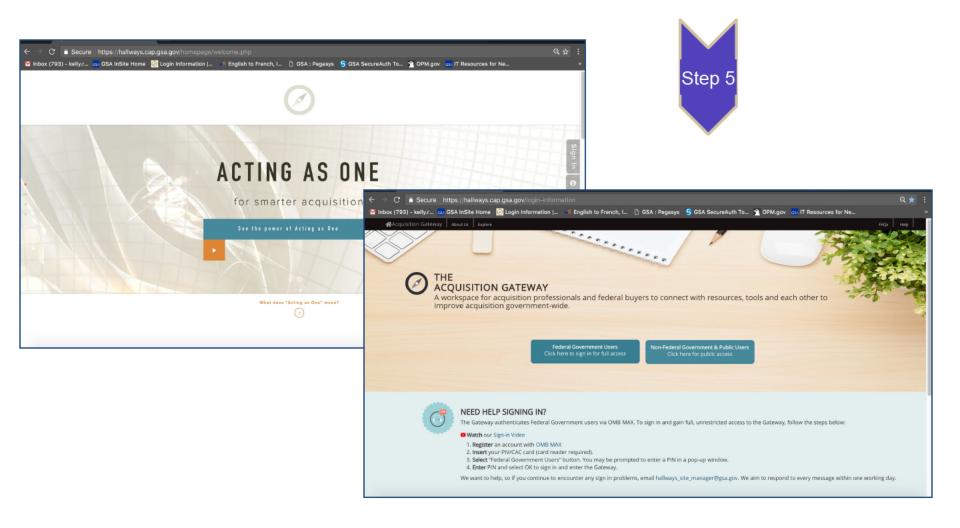


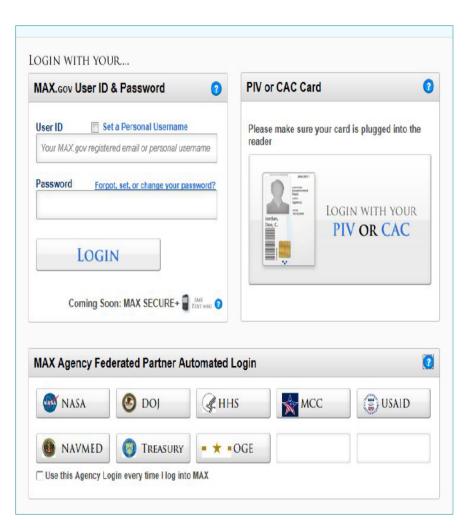






https://hallways.cap.gsa.gov















Home | Training | FAQ | Contact Us | Privacy Policy | Site Map | Register Here







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2nd time: Access the Gateway in <15 seconds



- •Go to https://hallways.cap.gsa.gov; click [Sign In] then [Federal Government Users].
- •Log in with your PIV or CAC card and follow the login prompts.

Start here:

https://hallways.cap.gsa.gov

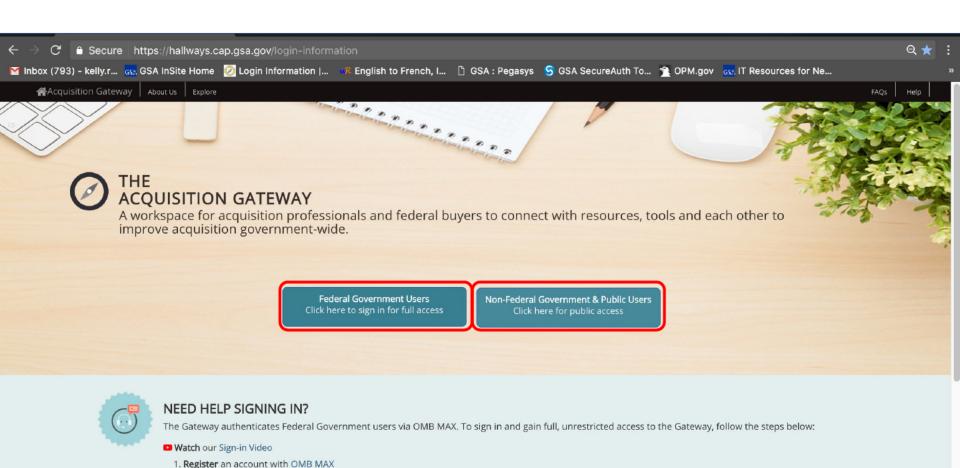




What does "Acting as One" mean?



Log in.



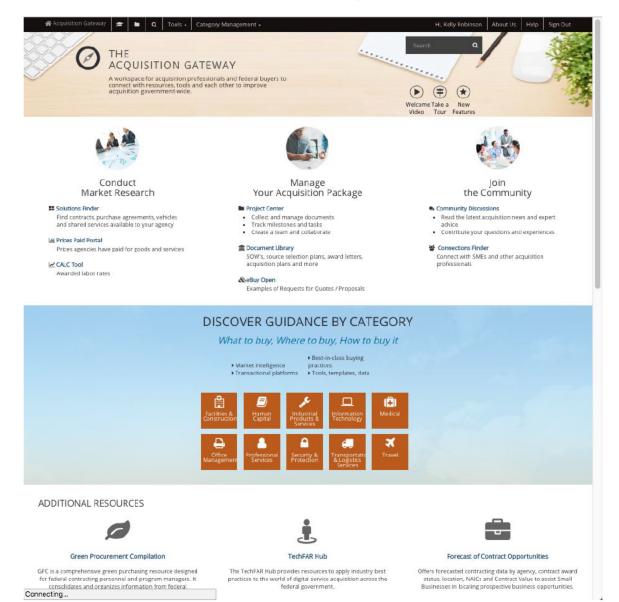
We want to help, so if you continue to encounter any sign in problems, email hallways site manager@gsa.gov. We aim to respond to every message within one working day.

2. Insert your PIV/CAC card (card reader required).

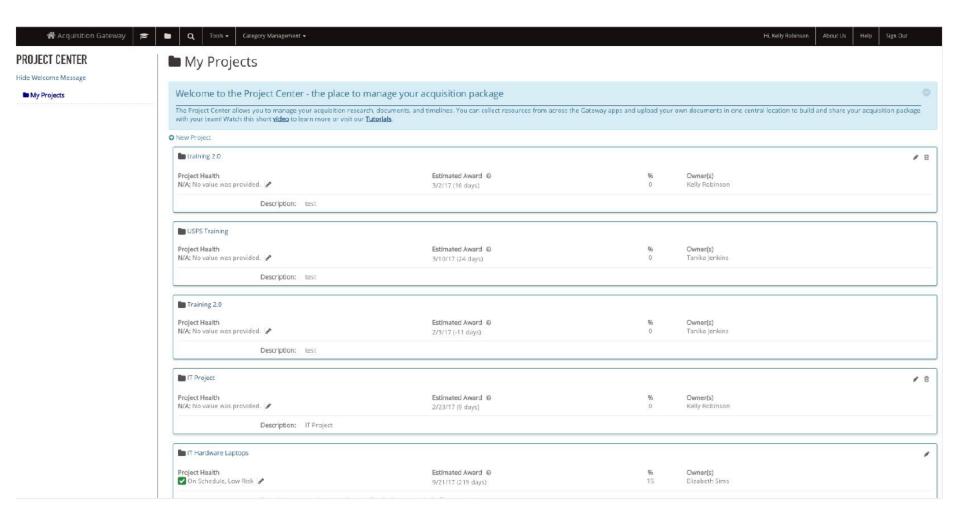
4. Enter PIN and select OK to sign in and enter the Gateway.

3. Select "Federal Government Users" button. You may be prompted to enter a PIN in a pop-up window.

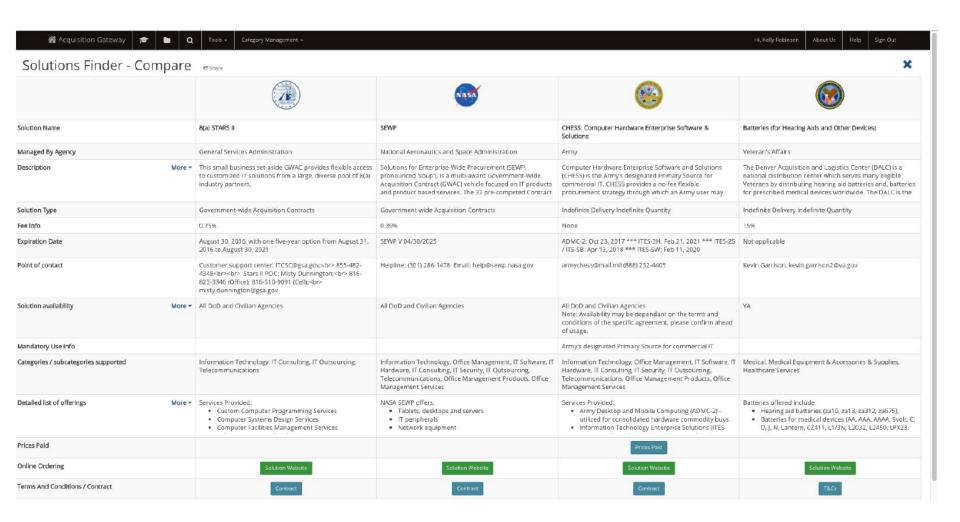
Your Acquisition Workspace



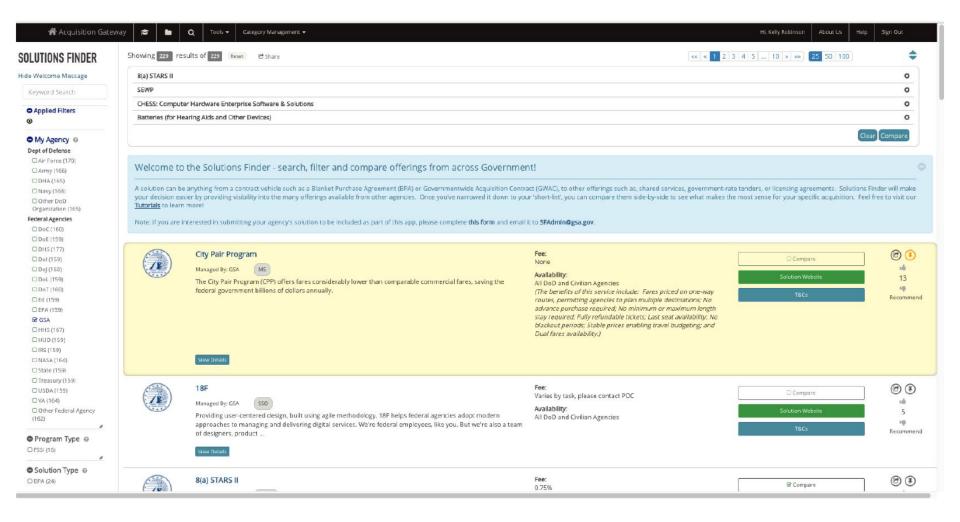
My Projects



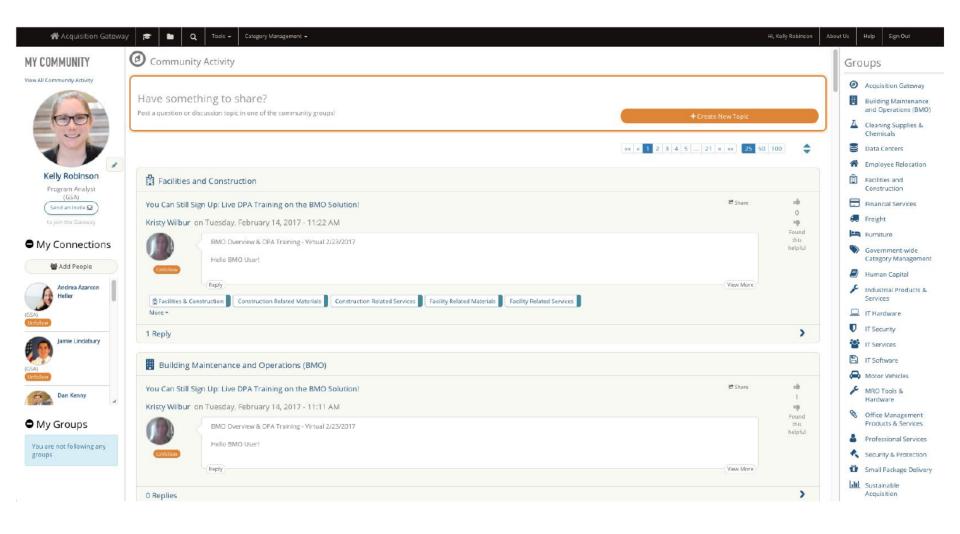
Compare solutions.



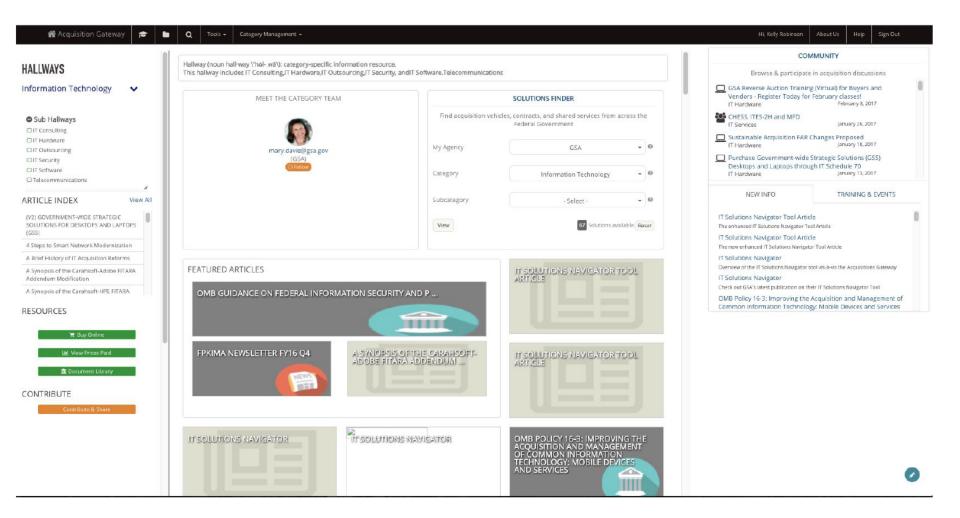
Solutions Finder



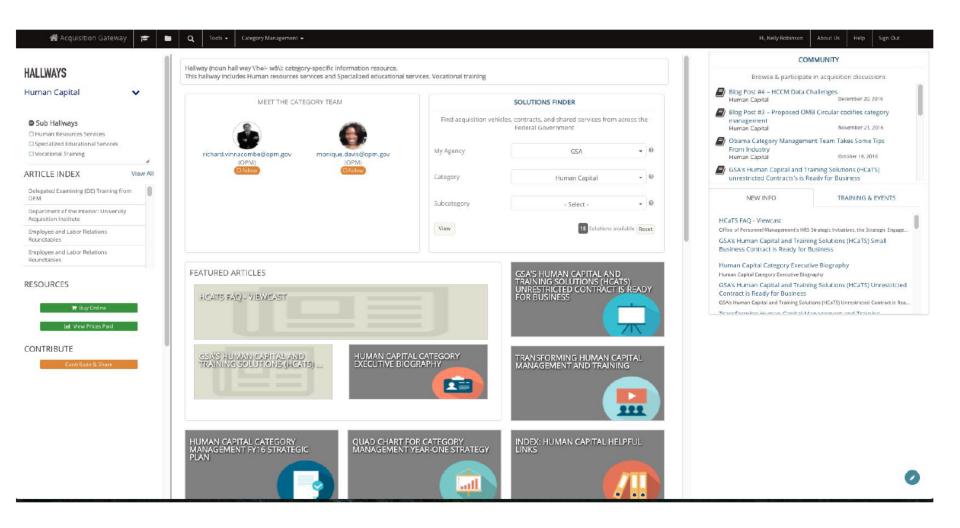
Community Activity



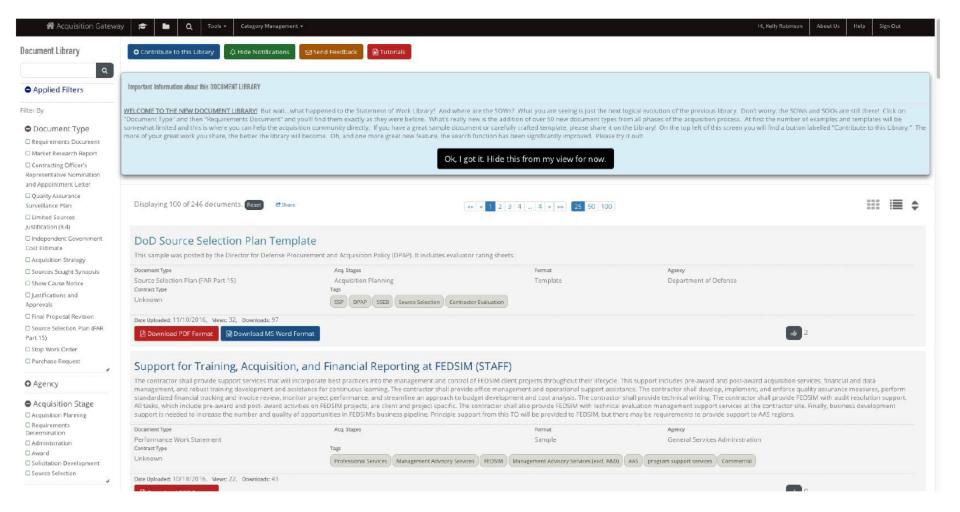
Explore hallways.



Plan acquisitions. Market research.



Document Library





- Log in and explore at https://hallways.cap.gsa.gov
- Connect and contribute ideas, join conversations, and share best practice samples and templates
- 3. **Help us build** through usability testing kelly.robinson@gsa.gov